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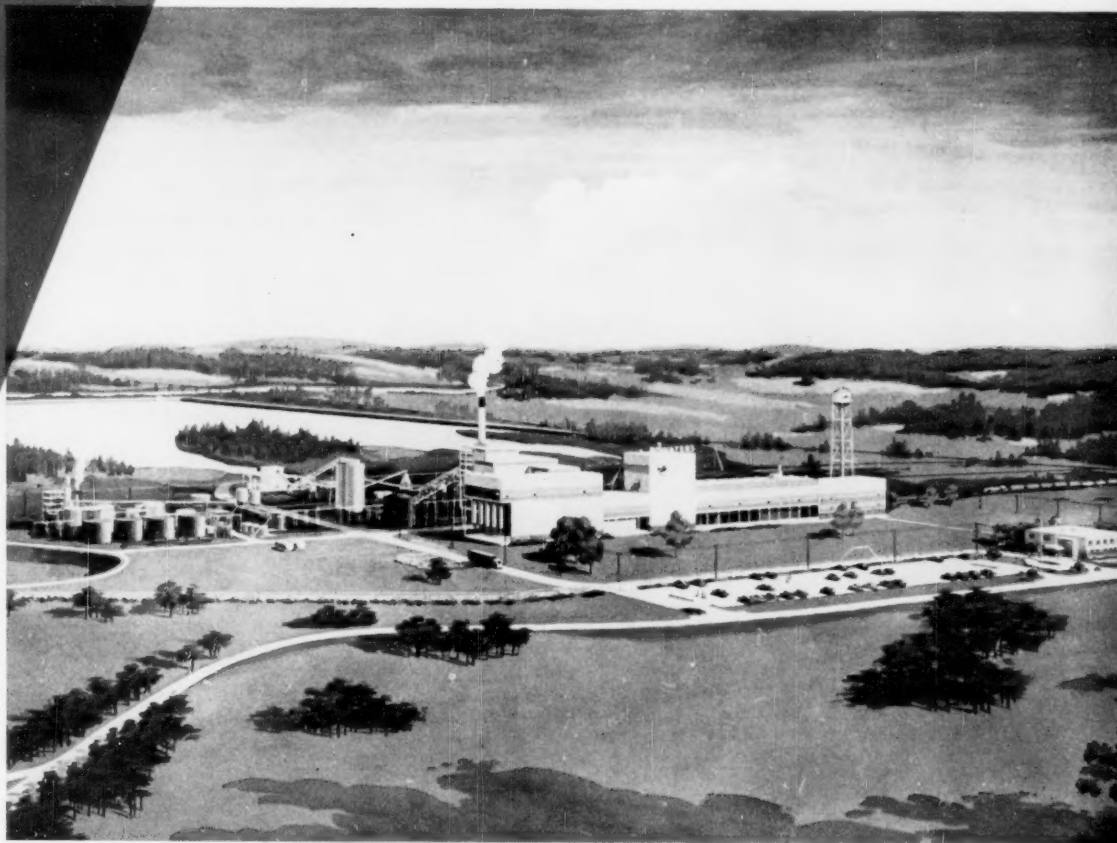
april 1958

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# manufacturers record

THE NEWSMAGAZINE OF THE INDUSTRIAL SOUTH AND SOUTHWEST

- \$56 Million Generating Unit Set in Arkansas ..... P. 8
- \$20 Million Refinery Opened in Mississippi ..... P. 11
- Eager Knoxville Campaigns for Industry ..... P. 17
- South's Sales Gains Pace the Nation ..... P. 33
- Waterways Bustle with Industrial Expansion ..... P. 43



Bowaters Carolina Corporation Pulp Mill, to Cost \$38 Million, Under Construction at Catawba, S. C. Page 12.

A CONWAY PUBLICATION EST. 1882

## WHAT DOES IT TAKE TO INCREASE YOUR SALES?

Better product? That helps, of course. Lower price, sometimes. Mainly though, the way to increase your sales is to let more potential customers know about your company, its products, history, success, and what is most important, the quality of the men and women who make your company an alert, efficient organization.

MANUFACTURERS RECORD offers you a new service providing comprehensive editorial surveys of individual industrial and business firms. To be published as brochures within the magazine, these surveys offer a big package at a surprisingly low cost.

We would welcome the opportunity to discuss this with you. There is, of course, no obligation.

Write today to:

*The President  
Conway Publications, Inc.  
Conway Building  
North Atlanta 19, Georgia*

## Manufacturers Record

THE NEWSMAGAZINE OF SOUTHERN  
SCIENCE AND INDUSTRY—EST. 1882

Volume 127 April 1958 Number 4

**BPA**

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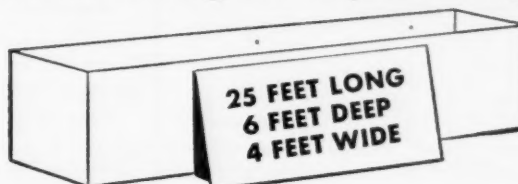
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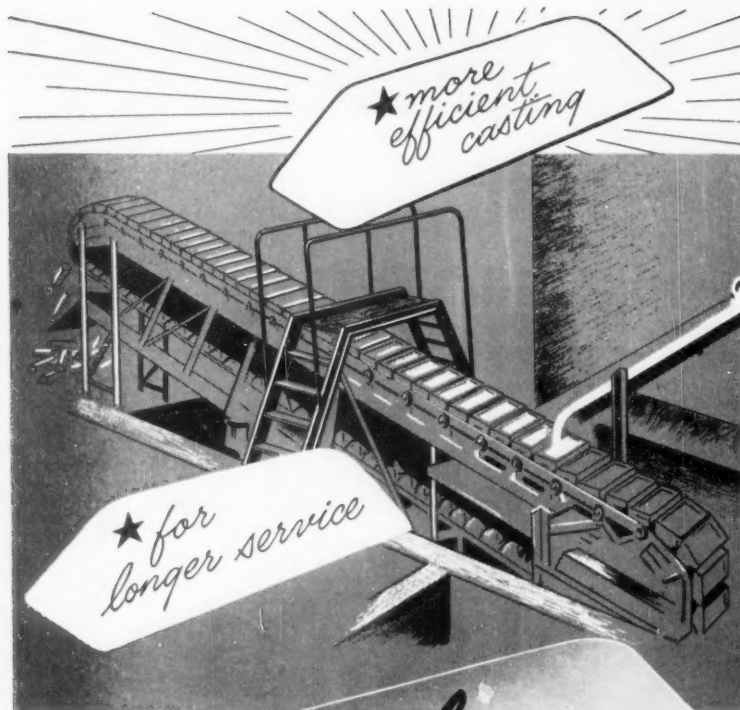
Our new facilities have greatly increased our capacity and made it possible to hot dip galvanize much larger items. You get a more uniform, cleaner job; fast service.

Call, write, or wire for full information and prices.



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## Bailey PIG CASTING MACHINES

Foundries and small capacity metal producing operations particularly benefit from the simplified design of these machines. The unique stationary wheels are the basic reason why the machines assure much more efficient casting and far longer service. In this design the idler wheels are mounted on the frame, rather than on the moulds, thus keeping them as far as possible from the hot metal. Completely self-contained, the unit includes the machine proper, a motor gear unit, and a variable speed reducer and drive.

- 80% of moving parts eliminated by stationary wheel design
- Capacities from 3 to 50 tons per hour
- Lengths: 15 to 125 feet, in multiples of 5 feet
- Furnaces can be tapped direct into the machine—eliminating the furnace-to-ladle operation.



### LETTERS

**SIRS:** We have searched and searched but can find only one real fault with MANUFACTURERS RECORD. In the "New Plant Summary" we have found that the mailing addresses are not sufficient in many cases. For the small towns we have no difficulty, but towns such as Sarasota and Fort Lauderdale, are too large for the skimpy addresses furnished.

We feel that since you go to the trouble to print the names of the new businesses, and since there must be many more concerns who write these people, why not go just a wee bit further and really give us something to mail to. I am enclosing one of our sample mailings that we send out to the new business. Don't get mad at us, just help us out.

E. K. Blevins, Industrial Division  
Galeski Photo Center, Inc.  
2 South Eighth Street  
Richmond, Virginia

► We don't like the skimpy addresses either. However, we do publish every scrap of information we receive on the new plants.

**SIRS:** I was quite shocked upon reading the 15 page spread on Dallas which appeared in your February issue of MANUFACTURERS RECORD.

What shocked me was not that you should write a laudatory story on Dallas, which certainly deserves favorable publicity, but the truly extravagant nature of the claims which were made in this City's behalf.

I know that there are a great many indeed in Texas and in the Southwest who cannot help but be deeply offended by your reference to the "Dallas Southwest," and particularly to the tone of the article which would seem to equate Dallas (one small part of the whole) with Texas and the Southwest.

As a representative of Fort Worth, I cannot but wince when a publication such as yours, "The Newsmagazine of the Industrial South and Southwest," prints such an article which would seem calculated to make an industry seeking a suitable site in this booming Southwest think instantly of Dallas and Dallas alone. Other cities (and naturally I think of Fort Worth) have a great deal indeed to offer as evidenced by the great and growing industrial development which has found real opportunity in these cities.

I am enclosing a very brief little statement of my own composition which just possibly might give you a clue to the dynamism and progressive spirit of Fort Worth, which is surely more typically Texas, and I believe, more Southwestern than is our neighbor city. In addition, I believe it will be found that our rate of industrial growth since World War II will compare rather favorably with that of any other city in the Southwest.

Much more detailed and far more valid information about Fort Worth is quickly and easily obtainable from the Fort Worth Chamber of Commerce, or from any of several sources. If we are going to "sell the South and the Southwest," let's sell *all* of it, not just one or two cities at the expense of their neighbors.

Now that you have done this piece on "Dynamic Dallas," how about a follow up on "Friendly Fort Worth"?

Jim Wright, Congressman  
12th District, Texas  
Congress of the United States  
House of Representatives  
Washington, D. C.



## MEET THE STAFF:

## Charlie Likes To Travel

Singing in the Church choir, and shooting craps in the choir loft between selections . . . Touring the world during the depression, and out-talking a troop of wild Albanians . . . Visiting 2,800 of the United States' 3,200 counties . . . Conway Associate Editor and Florida Representative Charles Layng could match his memories with Marco Polo.

Charlie was born in Lexington, and has always been interested in railroads. His first job was with the Southern Railway as a traveling secretary on the officers' private car. Prerequisite for the job, Charlie says, was the ability to act as hunting and fishing companion to the president.

When Charlie was Western Editor of Railway Age, he traveled and saw many railroads of the world. He was the guest of the Imperial Government Railways of Japan and of the German *Reichs Bahn* . . . Says he repaid their hospitality by dropping bombs on their railroads when he was in charge of target reports during World War II.



Charlie and his wife, who accompanied him around the world, love to travel. And everywhere you go you meet people who know Charlie—portly and mustached, the essence of the Old South, talented with the gift of gab. If you're ever in Orlando, drop in on Charlie at 714 Oak Avenue—he'll probably be off somewhere, but if he's not, you'll spend a most enjoyable afternoon.

## MARKET and ECONOMIC RESEARCH

IN FLORIDA  
THE SOUTH  
THE CARIBBEAN

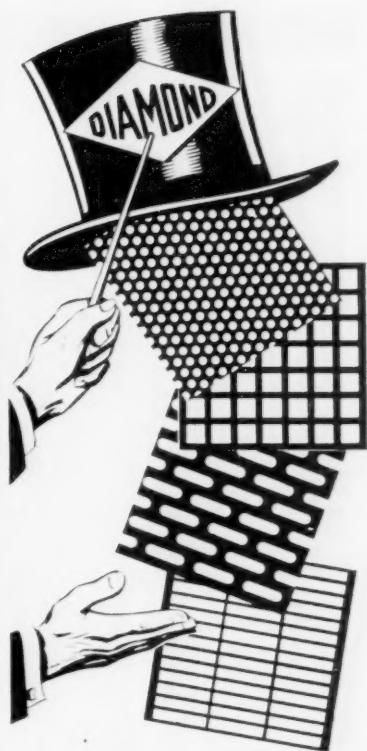
- Marketing Research
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The popular Diamond Perforated-metal patterns shown above are only a few of the many illustrated and described in our 32-page Catalog No. 39. All of these standard patterns are available in a wide range of unit-opening sizes and we are always equally pleased to quote on original designs of any type or size.

Catalog 39 also illustrates and describes our high-quality lines of Ornamental Cast, Perforated-Metal Sheets for Acoustical installations and Heavy-Duty Architectural Grilles. Write, today, for a free copy.

Correspondence is especially invited regarding ANY requirement for perforated-metal panels or parts. We are equipped to fabricate special sections to any desired extent and welcome opportunities to make money-saving suggestions.

**DIAMOND MFG. CO.**  
**WYOMING** WILKES-BARRE PA.  
AREA

Manufacturers of DIAMONTEX, the Perforated Metal Lay-in Panel for better Acoustical Ceilings. New Bulletin, No. 47, gives complete information. Write for free copy.



*"You betcha we're  
growing... going  
places too"*

Growing families and growing family income are the strength behind a great and growing South. In this vigorous region below the Mason-Dixon line, per family income has increased 74.7% during the last ten years. Life of Georgia—offering a sound method of saving through life insurance—is a stabilizing factor in the economy of this important area of the nation.

#### **LIFE OF GEORGIA FACTS**

From Annual Statement of Dec. 31, 1957

LIFE INSURANCE IN FORCE	\$1,466,145,402
Gain of	\$112,194,621 in one year
PAID POLICYHOLDERS AND BENEFICIARIES	\$15,389,068
ASSETS	\$155,597,610
Increase of	\$15,346,535 over 1956
LIABILITIES	\$136,537,707
Liabilities include policy reserves	
SURPLUS FUNDS AND CAPITAL	\$19,059,902



**LIFE INSURANCE  
COMPANY  
OF GEORGIA**

SERVING THIS FAST-GROWING  
REGION SINCE 1891



Suggestions that the Federal Government's pump-priming activities to reverse the current economic slow-down should include tax reductions are daily being made more loudly and more frequently.

Perhaps some tax relief for both individuals and corporations may be in order, providing it results in no jeopardy to the national security. However, it seems to us that corrections of certain tax inequities involving segments of industry vital to the economy are more important than a simple across-the-board cut which would leave the same inequities.

A case in point is this: The nation's electric utility industry is divided into two segments—one that pays Federal income taxes and one that does not. The ones paying the tax are those owned by stockholder investors. The others are the Federal power projects which are in the main financed by appropriations by the Congress and retained earnings.

Although these Federal projects may return to the United States Treasury a portion of the money advanced by the Congress, they do not pay any Federal taxes.

A statement in this connection was made recently by C. B. McManus, chairman of the board of The Southern Company and chairman of the Tax Policy Committee of the Edison Electric Institute, before the Ways and Means Committee of the House of Representatives.

Speaking as a representative of the Institute, Mr. McManus pointed out that the utilities which pay Federal income taxes generated 76.42 per cent of the total kilowatt-hours produced in 1956, for example, while the utilities which do not pay such taxes generated 23.58 of the total Kwhrs produced.

"A situation," he declared, "where over 20 per cent of an industry is automatically escaping Federal income taxes is a grave discrimination against that portion of the industry and its customers that is providing an important part of the tax revenues of this country."

The utilities executive asserted further: "This situation threatens the very existence of the taxpaying electric utilities, since in common with every other corporate business, the electric companies must include the taxes they pay in the charges which they make for their services. They have no other source of funds. In effect, the electric companies are acting as tax collectors and their customers pay the taxes. In reality, it is the customers of the tax-paying utilities who are being discriminated against through the workings of this unfair tax situation."

Mr. McManus told the committee bluntly that, "Substantial relief of this unfair situation can be secured immediately by placing upon these Federal projects the equivalent of the Federal tax burden that is now borne by taxpaying utilities."

Another factor working against the stockholder-owned utilities was the ruling by the Internal Revenue Service that the cost of advertisements by these electric light and power companies be disallowed as

a tax-deductible business expense.

A resolution deploring the latter fact has been made by the board of directors of the Southern Newspaper Publishers Association, a non-profit trade organization composed of 400 daily newspapers in 14 states.

Noting that . . . "Monies paid by power firms and other businesses for business development and communication of ideas have contributed materially through the years to the economic growth of our country," the resolution declared: "The Internal Revenue Service regulation serves as a tax penalty on all business development and promotion and on all advertising that is placed by normal business operations and companies on institutional, educational and planned development promotion . . ."

It was resolved by the SNPA board that it go on record "as being unalterably opposed to the above-mentioned ruling of the Internal Revenue Service; and proposes that this resolution be brought to the attention of all concerned . . . in order that this board's disapproval may be noted and that appropriate action shall be taken for the purpose of obtaining a reversal of said ruling at the earliest possible date."

We agree that these are situations which need remedying.

Of prime importance, too, is a condition which has emerged as a threat to the vital producers of steel in the United States.

In other recent testimony before the House Ways and Means Committee, Board Chairman Robert S. Lynch of Atlantic Steel Company declared that these producers are losing the domestic market on many products to imported steel. Unless this trend of steel imports is sharply turned by Congress, he predicted, it is only a matter of time before every American producer will suffer.

Mr. Lynch stressed: "Although American plants are now operating at only one-half of capacity, steel imports have continued to increase substantially. By paying their labor only 10 to 25 per cent as much as we pay ours, foreign producers can make steel at a fraction of our cost."

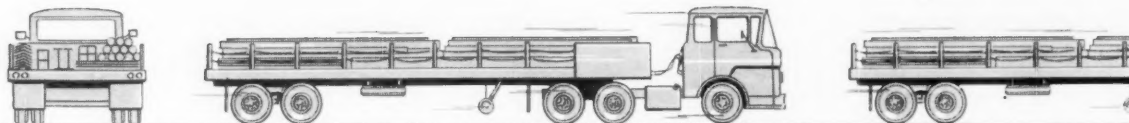
Pointing to the rapid growth of foreign steel output, Mr. Lynch told the group: "In 1953, we provided more than 44 per cent of the world's total production, but we provided only 34 per cent in 1957."

The steel executive suggested that Congress give the Tariff Commission the final decision in backing up qualified American producers from undue foreign imports. He further recommended that a system of quotas be established, limiting the annual volume of particular imported products.

Again, we agree that steps must be taken to safeguard an industry which, literally, is the backbone of the nation's economy. We urge that the Congress consider fully and act upon the proposals made by both Mr. McManus and Mr. Lynch. J. D.

# For quick service on small orders

call your local steel service center



**Your local steel distributor** is more than a warehouse between you and the mill. He is a complete steel service center—carrying not only large and diversified stocks of the quality steels and steel products made and sold by the Tennessee Coal & Iron Division of United States Steel, but also having the facilities to cut them to the size most convenient for your production line. And, because of the nearness of your local distributor, your order can be delivered to your plant as you need it . . . making it available for fabrication almost as quickly as if you had to move it from your own warehouse or stockroom.

**This saves you time and money:** By letting your local distributor carry your inventory for you, you save the space and the cost of manpower needed to handle such stocks on your own premises. And, by availing yourself of the facilities for cutting to actual sizes, which your distributor offers, you do not tie up capital in costly equipment and inventories.

Your steel distributor will work as a team with your own men—offering a full measure of the kind of cooperation that makes for a more efficient, more profitable operation for you. If you have not already made his acquaintance, call him today.

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**Tennessee Coal & Iron**  
Division of



**United States Steel**

General Offices: Fairfield, Alabama



DIRECTED BY

Richard Edmonds...1882-1930  
Frank Gould.....1930-1943  
William Beury...1943-1955  
McKinley Conway...1956

# MANUFACTURERS RECORD

(IN REVIEW)



APRIL 1885

(AS ABSTRACTED MORE THAN 70 YEARS LATER)

BALTIMORE, MD.

## SIGNIFICANT STRAW

The fact that in to-day's paper we are able to announce for the first time the intended building of four new furnaces in Alabama and the probability of one in Tennessee, is a straw showing very significantly which way the wind is blowing in the iron trade. Now let the Southern people make special efforts to increase the number of their manufacturers that use pig iron as a raw material, and thus create a home demand for the product of their furnaces. This is what is needed now. The South ought not to ship a ton of pig iron North, for there ought to be diversified industries to consume all that is made, and thus to turn this iron into the hundreds of manufactured articles that must now be purchased elsewhere. There is a splendid opening in this direction for manufacturers of railroad materials, hardware, agricultural implements, machinery, &c.

## NO CREDIT

The News, Lynchburg, Va., one of our most readable exchanges, usually particularly fair in giving credit to other papers, used the letter published in our last issue from Marion, Va., in its editorial columns, without a word of credit.

## BANK WANTED

Laurens, S. C., wants a national bank. The merchants and moneyed men about town are willing to put in a large percentage of the capital, provided they can get about \$20,000 of "outside funds." The town is growing; a new railroad has just been completed to that point, and another one will be built from there to Greenville before long—the grading is already done. Dr. Barksdale, one of the prominent citizens of the town, will gladly furnish information to parties who may desire to take stock in a new bank. At present the nearest national bank is at Newberry, thirty miles.

## FLORIDA IMMIGRATION

Florida, we believe, is doing more to attract immigration than any half a dozen other Southern States. Florida, and its attractions are heard of everywhere and tens of thousands of dollars are spent by the business men and the railroads of that State to advertise its advantages. The Florida papers are probably more liberally supported in proportion to population than any other papers in the country; they are crowded with local advertisements, and as a natural result they are able to do great good in attracting attention to the State. We believe that the present enormous immigration to Florida will be far exceeded within a few years and that that State will be one of the most prosperous in the Union. While Florida is thus reaping the advantages secured by the enterprise of her people, it is to be regretted that the other Southern States are doing so little to set forth their resources and attract immigration.

## BETTER CROP OUTLOOK

The very unfavorable outlook for the wheat

and oat crops in the South has decidedly changed for the better within the past week or two, and while it is not to be expected that a full average yield will be gathered, yet the indications now point to much larger crops than were looked for only a few weeks ago. The warm weather has worked a decided improvement in the condition of the growing grain, and fields which lately looked as though they would hardly yield as much wheat as was required to seed them, now give promise of a fair crop.

The weather for all farming operations has lately been very good, and Southern planters and farmers feel much encouraged, believing that their prospects are more favorable now than for the corresponding time of several preceding years. There is no doubt that the agricultural interests of the South are undergoing a steady improvement, slow it is true in some sections, and yet there is a general advance that will in a few years be very noticeable. As we lately showed from the reports of the United States Agricultural Department, the Southern States now have \$195,000,000 more invested in live stock than in 1875, while in 1884 the yield of corn and

oats in the South was 138,000,000 bushels greater than in 1875. These items show something of what the progress has been in ten years. They do not, however, give any idea of the tremendous development of the fruit and vegetable business in the South since 1875, an industry which is becoming of immense importance and which even now adds millions of dollars annually to the value of the South's agricultural productions.

This is a business that will continue to grow and prosper. The North and West will take all the early fruits and vegetables that the South can raise for many years yet, and the rapid increase of manufacturing and mining interests will add largely to the home demand for all farm products. The prosperity of Southern industrial interests will add largely to the prosperity of the farmers, and this in turn will react very favorably upon the former, and thus these two vast interests,—manufacturers and agriculture,—both of which are so essential to the permanent prosperity of a country, will reach a high state of perfection in the South—a land abundantly blessed by nature to become the richest and most favored country in the world.

## DYNAMIC Rock Drills

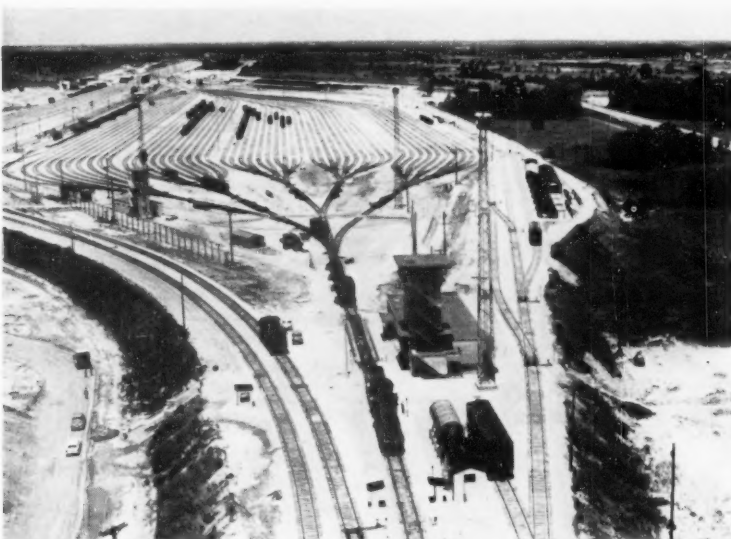


**The Dynamic Rock Drill**  
is operated by steam or compressed air, and adapted to every kind of drilling required in the construction of bridges, tunnels, and quarries. It is also used for drilling in the foundations of buildings, and for drilling in the walls of mines. The Dynamic Rock Drill is the only drill that can be used in the most difficult conditions of work. It is the only drill that can be used in the most difficult conditions of work. It is the only drill that can be used in the most difficult conditions of work.

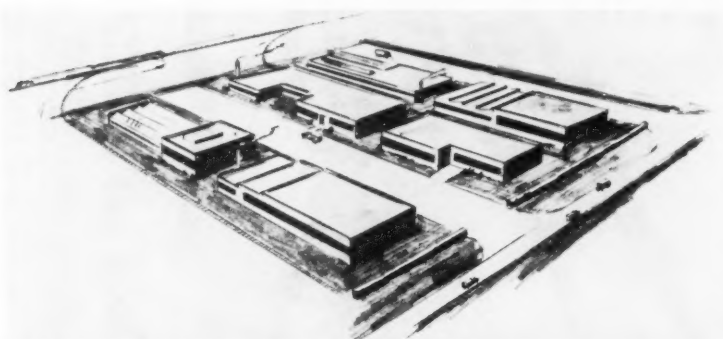
**CHAS. W. MELCHER, 620 Chestnut St.**  
ST. LOUIS, MO.



The J. M. Tull Metal & Supply Company of Atlanta has just opened this new warehouse at Birmingham, Alabama. The structure has 50,000 square feet of floor space and will serve a six-state Southeastern area.



Shown is the new \$10 million "hump" yard of the St. Louis-San Francisco Railway Company at Capleville near Memphis, Tennessee. The new yard has 50 classification tracks in five groups of 10 tracks each, with a total capacity of 2,140 cars—big enough to classify a freight train 18 miles long. On a 300-acre tract, the new facility is called the Tennessee Yard and is the first hump yard established on the Frisco.



This is the proposed industrial park to be sponsored by D. H. Overmyer Warehouse Company in Tampa, Florida. It will be on a tract of 18.3 acres purchased from the Seaboard Airline Railroad. As a planned development, all building units will be of uniform design, and all utilities will be available.

## Gains In South Hold Spotlight

With outstanding new plant growth being maintained in the South, a long range development of markets important to the region is foreseen . . .

## MARKETS

### Coal Sales To Double

The electric utility market for bituminous coal will almost double in the next 12 years, predicts Dr. Myles E. Robinson, Director of Coal Economics of the National Coal Association.

Dr. Robinson estimates that by 1970 electric utilities will be consuming in the neighborhood of 300 million tons of coal a year, an increase of about 91 per cent over present utility consumption. In 1957, the industry furnished approximately 157.4 million tons of bituminous coal to electric utilities.

After a careful review of both optimistic and pessimistic projections about the amount of nuclear power to be built by 1980, Dr. Robinson concludes that "nuclear power poses no great threat to coal."

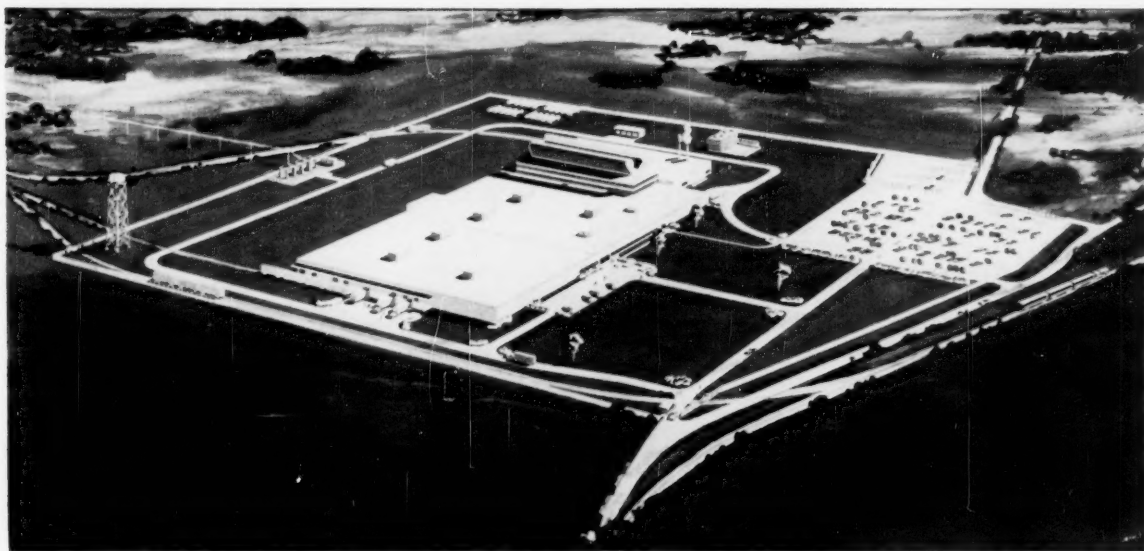
With regard to other coal markets, he forecasts that the cement industry, stimulated by the federal highway construction program, will consume more coal than ever in the next decade. Coal sales to the steel industry—second only to utilities as a coal consumer—will stabilize and increase as the economy recovers from the adjustment through which it is now passing.

Coal's 490 million ton market in 1957 was as follows in millions of tons: electric utilities, 157.4; steel, 112.9; other industries, 89.9; retail, 36.2; cement, 8.8; railroads, 8.4; Canada, 19.3; other exports, 57.

## UTILITIES

### Huge Power Plant Planned

What will be Arkansas' largest power plant is scheduled for construction



Containing 350,000 square feet of floor space, this fiber plant of Pittsburgh Plate Glass Company houses the most modern facilities for the production of fiber glass yarn. It has a capacity of 25 million pounds a year. Engineers-architects for the projects were Lockwood Greene Engineers, Inc., of Spartanburg, South Carolina, and the builder was Daniel Construction Company of Greenville.

on the Mississippi River near Helena. Arkansas Power & Light Company is securing options on land in order to make tests of the soil and foundation conditions.

Should the land options be secured, and the soil tests prove satisfactory, construction of the steam-electric generating plant will begin this year, with completion expected in 1961.

The cost of the huge unit is estimated at \$56 million, and its generator will produce 350,000 kilowatts of power—enough to supply four times the maximum requirements of Little Rock in 1957. Upwards of \$15 million in field construction will be plowed into the area's economy through payrolls and purchases.

The new plant will be operated as a part of the Middle South System, an interconnected grid of power plants and lines supplying large parts of Arkansas, Mississippi and Louisiana. The total power available from all of the AP&L steam plants will be increased by more than one-third with the addition of the Helena generating plant. The 350,000-kilowatt generator alone can supply over 40 per cent more power than the Cecil Lynch Steam-Electric Station at North Little Rock, the largest steam-electric plant in Arkansas today.

R. E. Ritchie, president of Arkansas Power & Light, commented, "It is significant that this modern, new generator can supply more than three times

the power this Company was called upon to furnish in prewar 1940. The Helena plant is the fifth of the modern steam-electric stations to be started in the 15-year period since the first generator of 34,000 kilowatts capacity was placed in service at the Harvey Couch Steam-Electric Station near Stamps in 1943."

## CHEMICALS

### Delta Tank Starts Dryex Unit

Delta Tank Manufacturing Company, Inc. of Baton Rouge has developed an improved Dryex processing unit that can "squeeze out" more than 100 barrels of valuable "raw gasoline" daily from a single natural gas stream.

Tests in a Texas gas field indicated that the new processing unit can "earn" producers of natural gas millions of dollars each year by extracting raw gasoline that previously has been carried away in natural gas transmission streams.

A Delta spokesman said that the new "Dryex" operates on an absorption principle. One typical installation is recovering more than 100 barrels a day from a gas stream flowing at a rate of approximately 25 million cubic feet of gas per day.

The new model features accurate electronic controls and a stabilizer tow-

er. The added equipment stabilizes the lighter or "wild ends" in a natural gas flow and enables more thorough recovery of commercially valuable liquids in the stream.

Delta Tank is a subsidiary of General Gas Corporation of Baton Rouge.

### Goodyear to Build

Latest plans of the Goodyear Tire & Rubber Company include a new plastic, Videne, and a new \$9 million plant to be constructed at Apple Grove, West Virginia.

The new plant, located on a 300-acre tract, will be a five-story structure occupying approximately 100,000 square feet of floor space. Engineering plans are being completed, and the facility will be producing Videne by next Spring. Oka Carlson, with Goodyear since 1941, has been named manager of the new plant. He will be headquartered in Akron until the new facility is completed.

Videne, a completely new polyester laminating film, can be adhered under heat and pressure to a wide variety of end products in a number of industries. Videne A will be produced for direct or stretch-laminating applications in the textile, metal, wood, paper, plastic, automotive and packaging fields and as a special wrap (Videne TC) for machine packaging of meat and other food products.





Bell & Gossett Company will erect a new building, shown in the architect's drawing, in the Estes Industrial District at South Longview, Texas. It will be on a 13-acre site and is the first unit of a manufacturing plant. The ultramodern brick and steel structure will have 36,000 square feet of floor space.

"The material will set off a chain reaction of new plant construction by Goodyear suppliers and customers amounting to additional millions of dollars," said E. J. Thomas, president of Goodyear.

"It is not difficult," he added, "to visualize future homes, automobiles, furniture and appliances protected and beautified with some form of this new plastic."

Limited production of the new plastic already is underway at Goodyear's Akron facilities.

## Dallas Office Opened

A new sales office has been opened in Dallas by Stein Hall & Company. The Dallas sales office covers a territory which includes Texas, Oklahoma, and New Mexico, and handles a complete list of Stein Hall products. Ronald Goodnight is manager. Stein Hall is a major producer of chemicals, natural gums and other products for the textile, paper, packaging, drug, food and other industries. It is also a leading merchant of such raw materials as flours, starches and dextrines, and cordage fibres.

## METALS

### Kaiser Aluminum Expands

Kaiser Aluminum & Chemical Corporation has completed two large new buildings at its reduction plant at Chalmette, Louisiana. The new units represent another outstanding application of

corrugated aluminum roofing and siding materials in major industrial construction.

The two structures house the ninth potline at the nation's largest aluminum reduction plant. Each covers approximately two acres of floor area. In height both buildings measure 41 feet to the eave and 43 feet to the peak of the roof.

Kaiser Aluminum box ribbed corrugated siding provides an attractive exterior, and the siding has a stucco embossed finish which diffuses light reflection. Approximately 204,000 pounds of aluminum siding and roofing sheet and 30,000 pounds of flashing were used to cover the new potline buildings.

### Bell & Gossett Building

August 1 is the target completion date for Bell & Gossett's new 36,000 square foot plant, to be located on a 13-acre tract in the Carl Estes Industrial District in Longview, Texas.

Bell & Gossett is one of the nation's largest manufacturers of centrifugal pumps for all phases of industry and agriculture. The Longview Division, which has served as an assembly and distribution center for the company's Marlow pumps, has been using a large building on the grounds of the Le-Tourneau Technical Institute of Texas.

William A. Van Blarcom, Bell & Gossett's Longview manager, said the office space in the new building will be approximately 4,200 square feet, and of brick construction. The 32,000 square feet to be devoted to manufac-

turing and assembly will have steel walls. The new building will give Bell & Gossett at least 50 per cent more space.

The company has more than 1,500 workers and sales in excess of \$26 million annually.

### Cameron & Barkley Opens Plant

Cameron & Barkley Co., leading Southeastern distributor of industrial supplies and machine tools, has opened a new branch at Bartow-Mulberry, Florida.

More than 5,000 square feet of the new facility will be used to display and stock industrial supplies and equipment, which is most needed in the phosphate areas around Polk County. Direct wire service will immediately make available the complete facilities of the Tampa branch, and two trucks will assure prompt delivery.

The new Bartow-Mulberry branch is located on Florida Highway Route 60, three and one-half miles east of Mulberry. Paul M. Clemons will be branch manager, and Don L. Taylor will be local sales representative.

Cameron & Barkley, which recently moved its executive offices to 1939 Hendricks Avenue, Jacksonville, also maintains branch offices at Tampa, Orlando, Cocoa Beach, Miami, Charleston, South Carolina, and Savannah, Georgia.

### Edgecomb Plans Warehouse

Fall of '58 will see a new \$1.5 million metals products warehouse and office in Greensboro. Edgecomb Steel Company's proposed facility will comprise approximately 50,000 square feet of floor area, and will stock a complete line of the firm's normal products. The inventory, same as in Edgecomb's three other warehouses, will total some thousands of tons of metals, and will be maintained constantly to serve large and small metals users in the Greensboro area. W. J. Winter will manage the new operation.

### Tull Opens Unit

The J. M. Tull Metal & Supply Company, Inc. has opened its new 50,000 square foot warehouse in Birmingham. A complete inventory of metals, metal accessories and industrial specialties have been moved into the building, which will handle Tull's business in Alabama, west Florida, west Tennessee, Mississippi, Louisiana and Arkansas.



The air conditioned warehouse, managed by Harry Homer, is equipped with the latest type of handling equipment, modern cutting and shearing machinery, and new efficient facilities for handling of orders or inquiries.

It is constructed of concrete and steel with truck loading docks and a railroad siding within the building, to make possible loading and unloading in all kinds of weather. Heavy overhead cranes serve all parts of the building.

The facility also houses a general office, private offices, sales department and a lunchroom. J. M. Tull is headquartered in Atlanta, and specializes in corrosion resistant metals and industrial supplies.

## FOOD PRODUCTS

### Sugar Refinery Planned

The Henderson Sugar Refinery, Inc. of New Orleans has taken an option on 20 acres of land in the Bayou Cusotte district at Pascagoula, Mississippi. The company will erect an \$8 million sugar refinery, importing raw sugar from Cuba and possibly Puerto Rico. Henderson is a subsidiary of Southern Industries, Inc. of Mobile.

### Feed Mill Opened

Longview, Texas reports that its second new industry of the year, Check-R-Mix Feed Mill, is in operation, grinding and mixing feed for poultry, hogs and livestock. The \$125,000 plant marks a further step in the diversification of industry in Longview, and at the same time, points up the fact that this Texas city is located in one of the leading livestock sections of the State, according to Carl Estes, industrial developer and breeder of registered cattle.

## PETROLEUM

### Refinery Opened

A gleaming new multimillion-dollar industrial plant has been opened on a site in Mississippi which two years ago was a corn field.

The new plant is the Black Creek Refinery of Pontiac Eastern Corporation. Designed to process 14,000 barrels of Mississippi crude oil a day, the plant is now in full commercial operation. It

## LATE NEWS HIGHLIGHTS

Contrary to oft-heard talk of depression, recession, and what-not, millions of industrial dollars continued to roll into the South during the first four months of 1958.

**New plant construction did not slow noticeably during the first quarter of the year. The Southern Association of Science and Industry's running monthly tally of new Southern plants reached 426 during the first four months of 1958, as compared to the 448 units reported during the like period of 1957. This record includes only plants employing 25 or more persons.**

For the first time this year, SASI is keeping totals on plants employing less than 25 persons. To date this year, SASI has reported 612 units, an over-all total which includes units employing less than 25 persons. Latest developments on the Southern newsfront include:

**ORLANDO.** A \$16 million Army missile contract has been awarded to the Martin Company. The contract calls for building La Crosse missiles and related equipment. The La Crosse is used in tactical support of ground troops.

**ATLANTA.** The Citizens & Southern National Bank will build a 12-story combination office building and parking garage at the corner of Marietta and Broad Streets. Mills B. Lane, C&S President, said the new \$1.4 million structure will house about ten key commerce groups and a long sought businessmen's luncheon club, in addition to the parking garage. To be called the Commerce Building, the facility will include seven floors for the parking garage, three for offices, two for the luncheon club and a basement, and each floor will contain 8,500 square feet. Completion is expected in early 1959.

**HAMILTON, MISS.** Construction has begun here on the new \$5 million plant of American Potash & Chemical Company, which is scheduled to begin production of some 15,000 tons of sodium chlorate per year by October 1. A company spokesman said that the location was chosen because of the area's strategic spot in the heart of the expanding pulp and paper industry in the South.

**HOUSTON.** New nitrogen supply facilities have been put into operation here and at Tulsa by Linde Company, Division of Union Carbide Corporation. The new units are known as VST installations, and will be used to store large quantities of liquid nitrogen. Added to Linde's nitrogen producing center at Houston, the new units complete a network of distribution facilities that now makes nitrogen economically and readily available to customers of all sizes in the Gulf Coast area.

**ERWIN, TENN.** Strom Steel Ball Company has transferred their entire executive offices and plant facilities, formerly located in Cicero, Illinois, to a completely new modern plant here.

**MIAMI.** Royal Castle System, Inc. expects a May 1 completion of its new \$1.75 million baking and meat-processing facility.

## INDUSTRIAL EXPANSION

will produce top quality automotive gasoline for sale through Gulf Oil Corporation's service stations in Mississippi and other Southeastern states.

The refinery is located on a site of 2,000 acres in Lamar county, three miles north of Purvis and 12 miles from Hattiesburg. Representing one of the largest investments private capital ever made in a Mississippi industrial plant, the refinery cost more than \$20 million to build and equip.

## RESEARCH

### Firm Gets New Name

Law Engineering Testing Company is the new name of Law-Barow-Agee Laboratories, Inc., one of the South's pioneer firms in the testing field.

Thomas C. Law, widely known in professional circles for a half-century, is vacating the presidency, to be succeeded by George H. Nelson, executive vice president since the company's founding in 1943. Law remains active in the firm as chairman of the board.

With more than 130 staff members, the company does engineering testing and consulting for industrial governmental, architectural and engineering organizations across the nation. It has branches in Birmingham, Charlotte, Chattanooga, Jacksonville, Tampa, and Albany, Georgia.

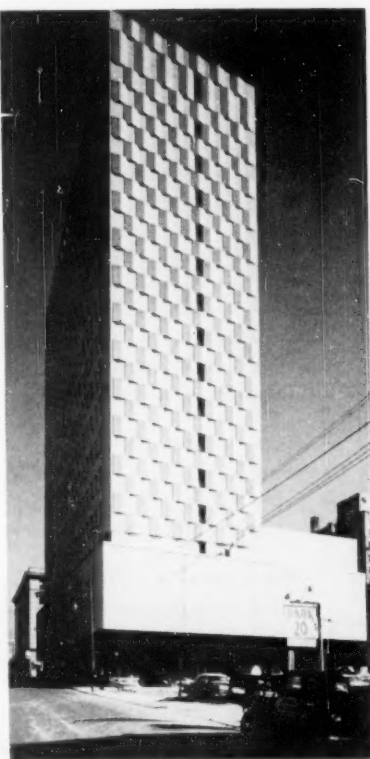
"Adopting the more descriptive name is a part of our plans for further expansion and new activities in the light of ten successful years just ending, with a record of company growth and increasing demands on us by our clients," Nelson said.

The company has introduced new physical and mechanical testing services, including soil foundation investigations, to many firms, especially in the South and Northeast. It also was one of the South's early commercial radiography service firms using portable sources of ionizing radiation.

Law remains in the presidency of the separate firm Law and Company, chemical testing lab, in Atlanta since 1903.

### Electronic Firm Picks Florida

South Florida's future as a center for the manufacture of electronic and nuclear devices has been pointed up with the announcement that a Texas research-development firm is searching for a plant site in the area.



The new 15-story Wachovia Bank Building in Charlotte is a striking feature of the midtown skyline. This modern bank and office building is the first tower structure in the Southeast and the first to make use of prismatic cast stone panels. It basically consists of two towers, the larger of which is shown here from the rear. Architects were Harrison and Abramovitz of New York City and A. G. Odell, Jr. and Associates of Charlotte. General contractor was J. A. Jones Construction Company, Charlotte.

Officers of Florida Electronics Development Corporation said they will start construction of a plant to fabricate their new "fission assay device" in the near future. The company is now headquartered in Dallas.

A pilot of the device is now being manufactured in Dallas. According to Dr. Richard W. Wainerdi, member of the firm's consulting board, the device can provide instantaneous qualitative measurement through radiography, using Cobalt 60 radiation, rather than X-rays.

First application of the instrument is a uranium ore sorter to be made available to the more than 1,000 operative uranium mines in the United States. Since they enable miners to grade ore richness and sort good ore from bad at about \$1 a ton, instead of the \$7 or \$8 per ton cost of sorting by hand, the machines are expected to enable some

non-producing mines to reopen. The principle of the device can be applied to other uses, such as industrial measurement and automation controls.

The great wealth of trained personnel in South Florida was the decisive factor in bringing the firm there, said company officials.

## PULP AND PAPER

### Bowater's Hardboard Mill

Construction is underway on a new hardboard mill at Catawba, South Carolina for Bowater Board Company. The firm is a division of Bowaters Southern Paper Corporation.

The product of the mill, to be known as Bowater Board, will be manufactured solely from hardwood trees, employing a new process which has been developed as a result of years of research. Extensive experimental work has been done in a leased pilot plant in Oregon.

The construction schedule will be coordinated with that of a pulp mill now being erected at Catawba by Bowaters Carolina Corporation. Certain services, such as steam, power and wood handling, will be provided by the pulp mill.

The Bowater Organization has had 20 years of experience in board manufacturing and operates hardboard mills in other countries. Daniel Construction Company is general contractor for the South Carolina project.

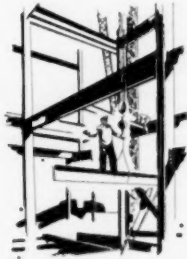
## AIRCRAFT

### Lockheed Giant Breaks Record

A Lockheed Hercules C-130 transport has broken all known records for ski-equipped airplanes. During tests conducted for Air Research and Development Command, the prop-jet Hercules lifted from frozen Upper Red Lake in Minnesota a record-shattering weight of 124,000 pounds—62 tons.

Wright Air Development Center revealed the record tops by 13,000 pounds a prior mark set by the same Hercules in March, 1957. This high-speed Hercules, capable of airlifting most American missiles, is already in military service in Europe, the Orient and the United States.

The unusual ski-and-wheel gear was designed and developed by Lockheed Aircraft at Marietta, Georgia, and Wright Air Development Center in Dayton, Ohio.



## NEW PLANT SUMMARY

The following is a summary of major industrial plants reported to the RECORD during the month of February, 1958. This information has been checked with the Southern Association of Science and Industry and various state development agencies. Number of employees is indicated by the code: A (under 25); B (25-100); C (100-250); D (250-1000); and E (over 1000).

### ALABAMA

Alexander City—Vagabond Coach Mfg. Co., buses. Oper. began Feb., 1958. \$220,000. (C)  
 Athens—Jacobs Heater Corp., gas and coal heaters. Oper. began Feb., 1958. \$200,000. (B)  
 Birmingham—General Electric Co., appliances distribution center. Oper. began Feb., 1958. \$1 million. (B)  
 Bridgeport—Pyramid Box Co., boxes. (A)  
 Florence—Viking Corp., commercial oxygen. Oper. began Jan., 1958. \$150,000.  
 Guntersville—Consolidated Blenders, feed plant. \$400,000. (B)  
 Opelika—Newth-Morris Box Corp. of Ala., corrugated boxes. Oper. began Feb., 1958. (B)  
 Piedmont—Cossa Wood Products Co., wooden pallets and shipping cases. Oper. began Jan., 1958. (B)  
 Sylacauga—Dixie Color Printing Co., color printing plant. Oper. est. to begin 1958. (C)  
 Uniontown—Cahaba Steel Co., steel products. \$100,000. (B)

### ARKANSAS

Conway—Kismet Ind., Inc., E. H. Keller, Brake shoes and linings. Oper. est. to begin summer, 1958. \$40,000. (A)  
 Fayetteville—Baldwin Plano Co., electronic organs. Home office: Cincinnati.  
 Little Rock—Pepsi Cola Bottling Co., Little Rock Industrial Dist., soft drinks. \$90,000.  
 Patterson—Farmers Liquid Fertilizer Co., Inc., liquid fertilizers. Oper. began early, 1958.  
 Siloam Springs—Ralph Jones Co., Inc., Ralph Jones, Off. Polyethylene plastic pipe. \$50,000.

### FLORIDA

Boca Raton—Gator Lock, Inc., M. Black,

Pres. Building trusses. Oper. began Jan., 1958. (A)  
 Boca Raton—Gillis Block & Supply Co., William Gillis, Pres. Concrete blocks. Oper. est. to begin April, 1958. (A)  
 Boca Raton—Plymouth Industries, Inc., swimming equipment. Oper. began Feb., 1958. (A)  
 Daytona Beach—National Gauge & Die Co., Joseph Najaka, Pres. Ultraclose tolerance parts for missile industry. Oper. est. to begin Spring, 1958.  
 Ft. Myers—Appliance Supply Co., windows. (A)  
 Ft. Myers—Beachcomber Novelty Co., variety items. (A)  
 Hallandale—Advance Precast Co., concrete products. Oper. began Jan. 1958. (A)  
 Hialeah—Eubanks Industries, Inc., W. S. Eubanks, Jr., Pres. Fiberglass products. In oper. (A)  
 Hialeah—Gilbert Mfg. Co., Sidney Gilbert, Owner. Paper slippers. Oper. began Feb., 1958.  
 Hollywood—Art Mannequins & Doll Co., mannequins, dolls. Oper. began Feb., 1958. (A)  
 Hollywood—Sampson Truss Co., precast roof trusses. In oper. (B)  
 Jacksonville—Howard Flint Ink Co., Edgar B. Flint, Pres. Printers ink. Home office: Detroit. \$250,000. (B)  
 Jacksonville—Inter-Continental Engineering & Export Co., mining zirconium, ilmenite, rutile and titanium. Oper. est. to begin 1958.  
 Jacksonville—Van's Furniture Co., W. T. Van Brocklin, Owner. Furniture. In oper. (A)  
 Jupiter—Cleary Bros. Pilling Plant, steam curing.  
 Lakeland—Imperial Juice Corp., chilled citrus juice. Oper. began Jan., 1958. (A)  
 Lake Worth—Florida Decal Corp., Roy Baer, Off. Decals, posters, name plates. (A)

Miami—Mable-Bell Co., Floyd L. Mable, Pres. Concrete products. In oper. (A)  
 Miami—Northeast Airlines, jet and turbo-jet airliner base. \$2 million.  
 Orlando—Orlando National Mattress Co., Byron B. Mays, Owner. Mattresses, sofa beds. Oper. est. to begin April, 1958. \$250,000. (B)  
 Palm Beach—Inland Utilities Corp., Robert C. Kime, Pres. Sewage disposal and synthetic gas utility plant. \$1 million. Const. est. to begin March, 1958.  
 Palm Harbor—Clyde J. Keys Industries, Clyde J. Keys, Pres. Cement products. \$250,000. (C)  
 Pensacola—Bell Steel Co., Randall Bell, Jr., Owner. Structural steel and steel tank fabrication. In oper. (A)  
 Pompano Beach—Arnold Bakers of Florida, Inc., Dean Arnold, Pres. Baked goods. Has purchased a 7½ acre site.  
 Punta Gorda—Pinellas Gladiolus, Inc., Jack Shanklin, Pres. Flower processing and cold storage. Oper. began Feb., 1958. \$100,000. (B)  
 Riviera Beach—Canada Dry Bottling Co., soft drink bottling. Oper. est. to begin 1958.  
 Safety Harbor—Concrete Pre-Fab, Inc., concrete. In oper. early 1958.  
 St. Petersburg—Goheen Engineering & Machine Co., R. M. Goheen, Pres. Tools and dies. In oper. (A)  
 St. Petersburg—Helicopters International, Inc., Lee Plympton, Pres. Helicopters. \$59,000. (A)  
 St. Petersburg—Industrial Mfg. Co., Inc., Clinton F. Newell, Pres. Precision machine work. Oper. began March, 1958. (A)  
 Sanford—York Mfg. Co., Sam Levy, Pres. Landing nets, television antennas, electronic instruments. Oper. est. to begin June, 1958. (B)  
 Springside—Hatheway-Patterson Corp., G. L. Hatheway, Pres. Creosote. Oper. began Feb., 1958. (A)  
 Tampa—J. M. Fields, Inc. department store. Under const. Home office: Boston. \$600,000.  
 Tampa—Schering Corp., M. J. Fox, Jr., Vice Pres. Pharmaceuticals. Home office: Bloomfield, N. J. Has purchased a 500 acre tract for \$200,000.  
 Titusville—Titusville Lumber Co., roof trusses. Oper. began Jan., 1958. (B)  
 Vertigreen—Armour & Co., plant-food mixing, dry mix fertilizer. Home office: Chicago. Const. began March, 1958 on 245 acre tract.  
 Wauchula—Havendale Tank & Tile Co., L. Fingerhut, Owner. Septic tanks, drainage tile. Oper. began Feb., 1958.

### GEORGIA

Alapaha—Demorest Handle Co., handle making. \$100,000.  
 Americus—Gentsch Bedding Co., furniture, draperies, bedding for mobile homes. Home office: Detroit. (B)  
 Americus—Kochton Plywood & Veneer Co., plywood. Home office: Chicago. In oper. \$80,000.  
 Atlanta—Cherokee Products Co., plastics.  
 Atlanta—Gibson Metal Products Co., 500 Permalume Place, N.W., Richard R. Gibson, Pres. Metal stampings, lighting fixtures. Div. of Gibson Mfg. Co. (A)  
 Atlanta—M. G. Lewis Tab Card Co., 87 Haynes St., N.W., M. G. Lewis, Pres. Tabulating cards. Home office: Jacksonville. (A)  
 Atlanta—Morrow Mfg. Co., chemicals. \$100,000.  
 Cordele—Billray Corp., apparel. (C)  
 Dawson—Robinette Co., Columbus Hwy., George Robinette, Pres. Woodworking. Under const. (B)  
 Decatur—General Armature & Mfg. Co., 2832 Ponce de Leon Ave., Russell F. Maurer, Gen. Mgr. Mfg. and rebuilding of armatures, motors, generators, field coils. Home office: Lock Haven, Pa. Oper. began Feb., 1958. (A)  
 Douglas—Swift & Co., poultry processing. Oper. est. to begin Oct., 1958. \$525,000. (C)  
 Douglasville—Piedmont Co., L. D. Sheridan, Jr., Vice Pres. Asphalt roofing products. Oper. est. to begin April, 1958. (B)  
 Homerville—Standard Container Corp., W. M. Vogal, Sr., Pres. Insecticide sprayers. Home office: New Jersey. (B)  
 Lithonia—Brake Bonding Co., John Clifford, Gen. Mgr. Mfrs. and reminishes automobile brake shoes. Oper. began early 1958. (A)  
 Perry—Perry Mfg. Co., slip covers, draperies.  
 Tifton—Tift Mfg. Co., John R. Guest, Pres. Rocket ride; hydraulic presses. In oper.



Being tested by the Air Force, this Lockheed JetStar is designed as a Missile-Age support for the military. It has traveled at speeds exceeding 630 miles an hour and to altitudes of 45,000 feet. Smooth flying and quietness are achieved by location of the jet engines rearward of the pressurized cabin. Air Force cameramen took this picture.



## INDUSTRIAL EXPANSION

### KENTUCKY

Leitchfield—Avalon Cheese Co. of Leitchfield, George Burcham, Pres. Cheddar cheese, \$160,000. (B)  
Lexington—Holloway Ready Mix Co., Peak Holloway, Pres. Ready-mix concrete. Oper. began Feb. 1958. \$37,000. (A)  
Lexington—Wesson Metal Corp., James A. Frazer, Pres. New metals and alloys for missiles; new materials used in metal cutting. \$450,000. (C)  
Wilders—A. L. Boehmer Co., Louis G. Boehmer, Pres. Paint, lacquers, varnishes. Oper. began Jan., 1958. \$65,000. (B)

### LOUISIANA

Baton Rouge—Bayou Rentals, Inc., gasket concrete pipe. Oper. est. to begin May, 1958. (B)  
Hammond—Arkansas Frozen Foods, Inc., processing frozen foods and vegetables. Oper. est. to begin June, 1958. (C)  
Homer—Marvel Box Co., soft drink cases. Oper. began Jan., 1958. (B)  
Kenner—H. B. M. Corporation, steel galvanizing and fabricating. Oper. est. to begin Dec., 1958. \$150,000. (B)  
St. Francisville—St. Francisville Paper Co., machine coated printing papers. Oper. est. to begin Nov. 1958. \$26.4 million. (D)  
Waterproof—Zachary Hardwood Lumber Co., hardwood lumber. Oper. est. to begin May, 1958. \$57,604. (B)  
Winnboro—Sustan Garments, Inc., men's outerwear. Oper. began Jan., 1958. (C)

### MARYLAND

Baltimore—Temco Machine Works, Inc., 1205 S. Carey St., Lawrence V. Hare, Jr., Pres. Marine specialty equip. In oper.

### MISSISSIPPI

Aberdeen—Walker Mfg. Co., auto tailpipes. Home office: Racine. Oper. est. to begin Aug., 1958. \$1 million. (C)  
Houston—Northeast Mississippi Butane Gas Co., D. B. Ellard, Owner. Ready mix concrete plant.



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Jackson—Burch Grinding Co., tool details, fixtures, precision grinding. Home office: Detroit.  
McComb—Bancroft Mfg. Co., metal fabrication. Oper. began Jan. 1958. (C)  
Meridian—Webcote Felt Paper Co. Oper. est. to begin April, 1958. \$500,000. (B)  
Pass Christian—Maybelle Dress Mfg. Co., ladies' apparel. Oper. est. to begin April, 1958. \$75,000. (B)  
Raleigh—L. C. Issacs Co., ladies' blue jeans. Home office: Baltimore. In oper. \$200,000. (D)  
Shannon—Siesta Furniture Co., Van Riley, Off. Lounge chairs. In oper. \$50,000. (B)  
Shaw—Besco Mfg. Co., furniture. Oper. began Jan., 1958. (B)  
Vicksburg—Lloyd Mattress Co., mattresses. Oper. began Jan., 1958. (B)

### NORTH CAROLINA

Asheville—Gerber Products Co., U. S. Hwy. 25, Daniel F. Gerber, Pres. Baby foods.  
Bessemer City—American Knit Fabrics, Inc., knitted fabrics. (B)  
Bessemer City—Circular Knit Finishing Corp., knit goods finishing. (A)  
Charlotte—Geigy Chemical Corp., dyestuff mixing. (B)  
Clinton—Sampson Sewing Co., clothing. \$30,000. (C)  
Gastonia—Chemechan Engineering Co., Inc., structural steel tanks. (A)  
Gastonia—Fairlane Mill, full fashioned sweaters. (B)  
Goldsboro—Eastern Printing Co., commercial printing. (A)  
Greensboro—Edgcomb Steel Co., fabricated steel. (B)  
Hallsboro—W. M. Ritter Lumber Co., particle board. (A)  
Mocksville—Carolina Lingerie Co., Inc., ladies' pajamas. (B)  
Mt. Pleasant—Penn-Carol Hosiery Mills, Inc., ladies' nylon hosiery. (C)  
New Bern—Renroh Resins, synthetic resins. (A)  
Rocky Mount—Supa Insulations, Inc., insulated wire. (A)  
Siler City—Industrial Hardboards, hardboard fabrication. (A)  
Williamston—H. C. Hill & Sons, Inc., greenhouse flats.  
Winston-Salem—P. H. Hanes Knitting Co., knit cloth. (C)  
Yadkinville—Hibco Plastics, expanded plastic inserts for industrial packaging. (A)

### OKLAHOMA

Okemah—Walter E. Allen Co., garments for the armed forces. Home office: Oklahoma City. Oper. est. to begin Sept., 1958.  
Tulsa—Skelly Oil Co., new headquarters. Home office: Kansas City. (D)  
Waurika—Jefferson County Free Fair. In oper. \$100,000.

### SOUTH CAROLINA

Clifton—Clifton Mfg. Co., Plant 6, textiles. \$850,000.  
Clinton—Samson Sewing Co., clothing. \$30,000. (C)  
Columbia—Empire Steel Co., Shop Rd., R. B. Maxey, Pres. Structural steel. Oper. began March, 1958. \$25,000.

### TENNESSEE

Chattanooga—Jennison-Wright Corp., wood preserving plant. Has purchased a 41-acre site. Home office: Toledo. \$250,000.  
Erwin—National Casket Co., wooden, metal and plastic caskets. Home office: Boston. (C)  
Erwin—Stron Steel Ball Co., steel balls for ball bearing industry. Has selected 19-acre site. Home office: Cicero, Ill. (C)  
Gainesboro—A. & W. Furniture Co., upholstered furniture. (B)  
Maryville—Tennessee Valley Aluminum Products, Tom Letsinger, Pres. Aluminum novelties and display racks.  
Nashville—E. Z. Screen Products Co., 1809 Charlotte Ave., Edward S. Zupa, Pres. Silk screen imprinting; sporting and novelty printing.  
Nashville—Plug-In Instruments, Inc., Lebrun Rd., Morris Brodgen, Gen. Mgr. Electronic components. Has purchased a 6 acre tract.  
Norris—Hickory Star Boat Co., runabouts, fishing boats. In oper.  
Presidents Island—Memphis Mixed Products Terminal (At Memphis), petrochemical

products. Storage and dock facilities. Owned by River Oil Co. Under const.

### TEXAS

Dallas—Markwood Products of Texas, 717 S. Ewing, wood cabinets, woodworking.  
Dallas—Marvin Corp., 2506 Howell, design and manufacture of neon and plexiglass signs.  
Dallas—Tranco Tool & Level Corp., 3113 McKinney Ave., precision levels and accessories.  
Dallas—Trim Sportswear of Texas, Merchandise Mart Bldg., girls' sportswear.  
Dallas—United National Film Corp., 2312 Grand, motion pictures for TV.  
Diboll—Comstock Ltd., B. M. Voss, Pres. Charcoal. Home office: Reno, Nev.  
Ennis—Airtloy Industrial Park, special metal casings. In oper.  
Ennis—Ollins Furniture Mfg. Co., Inc., Industrial Park, furniture. In oper.  
Ennis—West Coast Door Co., Hwy. 75, Hal Espadal, Pres. Residential doors. Home office: Mountain View, Calif. In oper. (B)  
Falls City—Ottetail Industries, Inc., portable uranium mill. Headquarters: North Dakota.  
Ft. Worth—Binswanger & Co. of Texas, White Settlement Rd. and Rubert St., P. M. Hall, Mgr. Fabricators of flat glass, fiberglass paneling, aluminum store fronts. Home office: Houston.  
Ft. Worth—Morrison Products Co., air conditioning equip. Home office: Cleveland.  
Ft. Worth—Southern Geophysical Co., has purchased an 8 acre tract, will construct building in 1958.  
Houston—Richmond Tank Car & Mfg. Co., has purchased a 20 acre site for \$500,000 tank car shop.  
Houston—Sinclair Chemicals, Inc., John A. Scott, Pres., paraxylene, toluene and mixed xylenes. Subs. of Sinclair Oil Co. Oper. est. to begin early, 1959.  
Johnson City—Correll Stone Quarries, E. B. Snead and Ross Correll, Owners. Limestone quarry. In oper.  
Kaufman—Gay Steel Fabricators, David W. Gay, Pres. Steel fabricating plant. Under const. (A)  
Littlefield—Caprock Fertilizer Co., C. H. Tyler, Pres. Solid fertilizers. In oper. \$200,000. (B)  
Longview—Engineered Castings Co., David Williams Harris, Owner. Iron castings. In oper. (B)  
Lubbock—Frito Co., 24th St. and Ave. H, Martin Francis, Mgr. Corn chip products. Home office: Dallas. In oper. (C)  
Lufkin—Huebsch Mfg. Co., L. D. Bentley, Exec. Mgr. Assembly of gas-heated tumblers. Home office: Milwaukee. (B)  
Midland—Cities Service Oil Co., natural gas plant. Home office: Bartlesville, Okla. \$3.5 million.  
Round Rock—Chemell's Hatchery, Inc., Jack Kinney, Mgr. Home office: Gainesville, Ga. In oper. (A)  
Saginaw—Fleetform Corp., fiberglass boats. Under const.

### VIRGINIA

Richmond—Air & Electric Tool Service, 1303 W. Main St., repair station.  
Richmond—American Brake Shoe Co., Southeastern District, office.  
Richmond—Anchor Warehouse, Inc., 8th and Canal St., storage warehouse.  
Richmond—Arrow Mfg. Co., 1400 Ninth St., food processors.  
Richmond—Atlas Sewing Centers, Inc., 404 E. Broad St., sewing machines.  
Richmond—Baron Steel & Aluminum, Inc., 615 Mitchell St., steel and aluminum fabricators.  
Richmond—Chemagro Corp., Willow Lawn Mall, agricultural chemicals.  
Richmond—Federal Pacific Electric Co., Mutual Building, branch office.  
Richmond—General Cable Corp., 2315 Westwood Ave., warehouse.  
Richmond—Houck & Greene Steel Co., Dabney Rd., steel fabricators.  
Richmond—Marshall and Gregory, Inc., 704 E. Main St., men's clothing.  
Richmond—McMullin and Timberlake Co., Inc., 1438 E. Cary St., food products.  
Richmond—Metro Drug Stores, Inc., 2702 Williamsburg Ave., drugs.  
Richmond—Midas Muffler Shop of Richmond, Inc., 401 W. Broad St., mufflers.  
Richmond—Philip Morris, Inc., Joseph F. Cullman III, Pres. McComas Research Center



will be built on 65-acre tract. Oper. est. to begin June, 1959. \$3 million.

Richmond—Service Bureau Corp., 3228 E. Cary St., data processing.

Richmond—Southern Standard Bag Co., 1601 Sherwood Ave., bag manufacturers.

Richmond—Stewart Infra-red Commissary, Inc., 1124 N. Boulevard, prepared foods.

Richmond—Thor Power Tool Co., 2624 Chamberlayne Ave., machinery.

Richmond—Tire-Giant Corp., 4807 W. Broad St., tires.

Richmond—Ullmans Frozen Foods, 4015 MacArthur Ave., frozen foods.

Richmond—Van Dusen Aircraft Supplies, Byrd Airport, wholesale aircraft parts.

Richmond—Water Service Laboratories, 728 E. Main St., office.

## WEST VIRGINIA

Apple Grove—Goodyear Tire & Rubber Co., Russell DeYoung, Vice Pres. Videne plastic. Oper. est. to begin late 1958. \$9 million. (C)  
Nitro—Allied Chemical & Dye Corp., General Chemical Div., aqueous and anhydrous hydrofluoric acid. Const. began March, 1958.

Lake Charles—Cities Service Refining Corp., crude oil refining. Oper. to begin in 1958. \$4.1 million.  
Meraux—Ingram Products Co., petroleum products. Oper. est. to begin June, 1958. \$1 million. (A)

## MARYLAND

Anne Arundel County—Westinghouse Electric Corp., Air Arm Div., Friendship Airport, Dr. S. W. Herwald, Mgr. Environmental testing chamber. \$400,000.  
Baltimore—Aircraft Armaments, Inc., 1727 E. Joppa, Joel M. Jacobsen, Vice Pres. Product engineering, design, development, 15,000 sq. ft.

Baltimore—American Agricultural Chemical Co., 2272 S. Clinton St., J. H. Brown, Gen. Mgr. Fertilizer, insecticides. New automatic granulation unit. Home office, New York.

Baltimore—General Engineering Incorporated, Irvin C. Tillman, Pres. Aircraft and electronic parts. New bldg.; increased employment 100%.

Baltimore—Golden Key Homes, Inc., Annapolis Junction, Jack Gottlieb, Pres. Prefabricated dwellings. 15,000 sq. ft. warehouse.

Baltimore—Kennecott Copper Corp., electrolytic refinery. Has more than doubled capacity.

Baltimore—Lion Brothers Co., Inc., Hollins and Poppleton Sts. Albert Lion, Pres. Branch plant. Under const. 20,000 sq. ft.

Baltimore—Reese Chairs, Inc., 4031 Reisterstown Rd., Maurice Heyman, Pres. Occasional chairs, sofas. Oper. began March, 1958. 30,000 sq. ft.

Clarksville—Grace Research and Development Div., W. R. Grace and Co., W. P. Gage, Pres. Research lab. In oper. \$5 million. 55,000 sq. ft. Second facility under const., est. to begin oper. by summer, 1958.

## MISSISSIPPI

Corinth—Kellogg Switchboard & Supply Co., assembly of telephones, Div. of International Telephone & Telegraph Co. Will expand pilot plant. (D)

Decatur—Decatur Shirt Corp., Shirts. 20,000 sq. ft. (B)

Jackson—Century Battery Co., batteries.

Jackson—Chemel Hatceny, baby chicks. 10,500 sq. ft.

Jackson—Yazoo Mfg. Co., lawnmowers. In oper. (B)

Meridian—Web-Cote Roofing Mfg., Inc., shingles and roll roofing. (A)

Pass Christian—Co-Lin Mfg. Co., ladies' apparel. Oper. est. to begin May, 1958. (B)

Union—Midland Shirt Co., shirts. \$200,000. (B)

Wiggins—Hood Mfg. Co., dry kiln and planer mill. (A)

## NORTH CAROLINA

No expansions reported.

## OKLAHOMA

El Reno—Armold Battery Co. Exp. oper. to mfg. batteries, as well as rebuild them.

Guthrie—Oklahoma Furniture Mfg. Co. Warehouse. In oper. 42,000 sq. ft.

Shawnee—Shawnee Steel Co.

## SOUTH CAROLINA

Camden—Tie Tac Mfg. Co., children's wear. 28,000 sq. ft. (D)

Cayce—Reco Tanks, Inc., J. H. Patterson, Pres. Steel tanks. Oper. began Jan., 1958.

Charleston—William M. Bird & Co., W. M. Bird, Pres. Building supplies. Oper. began Jan., 1958.

Greenwood—Greenwood Packing Co., meat products. 25,000 sq. ft. (C)

Union—E. M. Boughman, planing mill. Oper. began Jan., 1958.

## TENNESSEE

Bristol—Raytheon Mfg. Co., missile programs. (E)

Chattanooga—Comforter Corp., Joseph B. Holmes, Vice Pres. Gas space heaters. Adding new line of heaters, increasing capacity 50%, new equip. 30,000 sq. ft.

Chattanooga—Roxbury Southern Mills, Inc. New bldg., add. equip. 12,000 sq. ft. (B)

Memphis—Gould-National Batteries, Inc., E. Person Ave. 25,000 sq. ft. (A)

# EXPANSION

The following is a summary of major expansions reported to The RECORD during the month of February, 1958. This information has been checked in the same manner as the New Plant Summary. The same employment code is used, and refers to the number of employees added in the expansion. The figure refers to the additional capital required for the expansion.

## ALABAMA

Birmingham—Alabama Gas Corp., natural gas distributor. Add. facilities. Oper. began Feb. 1958. \$3 million.

Birmingham—U. S. Pipe and Foundry Co., pipe. Add. facilities. Oper. began Feb., 1958. \$9 million.

Mobile—Ideal Cement Co., cement. \$1 million.

Montgomery—Pelham, Sheel & Leckie, Inc. Victorian style furniture. New bldg. under const.

Muscle Shoals—Muscle Shoals Rubber Co., baseball centers, toys and other rubber products. Add. facilities. Oper. began Feb., 1958.

Muscle Shoals—Reynolds Metals Co., aluminum products. New hot strip mill. \$62.5 million.

## ARKANSAS

Fordyce—Fordyce Lumber Co., lumber mill. Modernization program. \$1 million.

Stephens—Berry Asphalt Co., refinery. Will build a plant to produce lubricants.

## FLORIDA

Deland—Roehr Products Co., Z. N. Roehr, Off. Hypodermic needles. (C)

Hialeah—Sunray Chairs, Inc., webbed aluminum furniture. \$1 million. 80,000 sq. ft. (D)

Hialeah—Robert Russell, Inc., Robert Russell, Pres. Aluminum extrusion. In oper. (B)

Hollywood—Merit Coil and Transformer Co., electronics. Warehouse. Home office: Chicago. In oper.

Jacksonville—Roll-Weld Pipe & Tube, Inc., M. White, Office Mgr. Aluminum, steel and stainless steel tubing. (B)

Melbourne—Boeing Airplane Co., K. K. McDaniel, Off. Engineering and drafting. Oper. began Jan., 1958. (C)

Miami—Delta Airlines, Paul Pate, Dir. of Properties. Jet overhaul. 25 acre site. \$5 to \$10 million. (E)

Miami—Pan American World Airways, Jet maintenance and overhaul. Oper. est. to begin July, 1958. 112 acre site. \$15 to \$20 million.

Pensacola—Armstrong Cork Co., E. N. Lee, Mgr. Acoustical tile. In oper. 23,000 sq. ft. (B)

Pensacola—Gulf Power Corp. \$13.5 million exp. program for 1958.

Pinecastle—Correct Craft, Inc., Walt Mealon, Exec. Vice Pres. Plastic boats. Oper. est. to begin 1959. \$300,000. 37,500 sq. ft. (B)

Plant City—Tampa Electric Co. New \$300,000 plant.

Pompano Beach—Kett Technical Center, Inc., Karl Schakel, Pres. Control mechanisms. Oper. est. to begin 1960.

South Miami—Holsum Bakers, J. P. Cash, Pres. Baked goods. \$750,000.

Tampa—Holsum Bakers, Cesar Medium, Pres. Baked goods. \$1.75 million.

## GEORGIA

Albany—Neelson Mfg. Co., low-bed trailers. Will double payroll and output. Under Const. 7,200 sq. ft.

Atlanta—General Motors Corp., South Expressway, W. F. Hufstader, Vice Pres. Training center to be expanded 10%. Oper. est. to begin summer, 1958. 3,253 sq. ft. of class room space.

Augusta—Castleberry's Food Co., Clem S. Castleberry, Pres. Sauces and relishes. Adding 5 new products; has purchased 2 acres for exp. of present plant. Const. est. to begin mid summer, 1958.

Dalton—Mayfair Chenilles, Inc., 38,500 sq. ft. add.

Gainesville—Consolidated Products, H. L. Coker, Mgr. Corn and milk blending plant. Div. of National Dairy Products Corp.

Hampton—Southern States Equipment Corp., W. C. Mitchell, Vice Pres. High voltage electrical equipment, textile and general machinery. Oper. est. to begin summer, 1958. 25,000 sq. ft.

Hawkinsville—A. G. Rand Co., awning type aluminum windows. Oper. began early, 1958. (B)

Valdosta—Langdale Co., timber and naval stores.

Waycross—S. C. Spatola Footwear Co., Richard D. Germano, Part. Doubling size, new equip. Div. of Pierce Shoe Mfg. Co. Oper. est. to begin May, 1958. 25,000 sq. ft. (C)

## KENTUCKY

Bardstown—Heaven Hill Distilleries, Inc. 20,000 barrel warehouse under const.

Covington—Boehmer Paint Co., new bldg. Adding line of industrial finishes.

Louisville—Reynolds Metals Co., Frank Ballard, Mgr. Aluminum foil rolling, foil containers. Oper. est. to begin Spring, 1958. \$3 million.

Paris—Electric Steam Radiator Corp., E. C. Schmid, Mgr. Adding new lines of fry pans, sauce pans, griddles. New plant and equip. Oper. est. to begin summer, 1958.

## LOUISIANA

Baton Rouge—Ethyl Corp. \$3.8 million vinyl chloride monomer. Oper. began Feb., 1958. (B) \$2.7 million ethyl chloride unit. Oper. est. to begin July, 1958. (B)

Bossier Parish—California Spray Chemical Corp., agricultural chemicals. Adding liquid phosphate spray unit; new warehouse. Home office: Richmond, Calif.

Chalmette—Kaiser Aluminum & Chemical Corp., aluminum. In oper. \$1.7 million. (A)

## INDUSTRIAL EXPANSION

Memphis—Grace Chemical Co., William J. Haude, Pres. Urea and hydrous ammonia unit. Subs. of W. R. Grace & Co.

### TEXAS

Dallas—Gaylord Container Corp., Lloyd Merwin, Sr., Vice Pres. New warehouse and corrugated box plant. Home office: St. Louis, Mo. (C)

Dallas—Temco Aircraft Corp., 6125 Peeler, Robert McCulloch, Pres. Jigs. New facility will house electrical, upholstery, tubing and cable depts. (D)

El Paso—Northrop Aircraft, Inc., flight operation. Home office: Van Nuys, Calif.

Eulless—Menasco Mfg. Co., Box 298, Harry P. Nelson, Pres. Aircraft landing gear and guided missile pressure valves. Will exp. prod. and emp. Home office: Burbank, Calif.

Evadale—East Texas Pulp & Paper Co., Inc. R. M. Buckley, Pres. Paperboard and pulp. New bldg., equip. Home office: Silsbee, Texas. Oper. est. to begin mid 1958. (B)

Ft. Worth—Bell Helicopter Corp., Box 482, Harvey Gaylord, Vice Pres. New facilities to mfg. rotor blades, new paint shop. Home office: Bell Aircraft Corp., Buffalo, N. Y.

Ft. Worth—Western Co., 6700-6800 Convoir Access Rd., H. E. Chiles, Jr., Pres. Oil well servicing. Administrative bldg., mfg. plant,

lab. facilities. Oper. est. to begin fall, 1959. \$2 million. (C)

Harris County—American Sulphur Royalty Co. will const. plant to extract sulphur from the Humble dome. Home office: Houston.

Houston—Baytex Plywood Corp., 4308 Allie Rd., Stanley Malowitz, Pres. Added line of automatic garage door operators. In oper.

Houston—Hydril Co., 302 McCarty, J. B. Hughes, Mgr. Oil well drilling equip. New shop bldg. Home office: Los Angeles.

Houston—Texsteam Corp., 320 Hughes St., J. P. Turner, Gen. Mgr. Oil well equip., hydraulic pump jacks, relief valves. 18,000 sq. ft.

Italy—Flynt Paint Products Co., Inc., Box 245, Sterling H. Flynt, Pres. Add. operating and storage space; exp. prod. of aluminum paints.

Jacksonville—Etex Industries, Mrs. Ruby Woodell, Owner. Ladies' apparel. New equip.

Jim Wells County—Sun Oil Co., installation to inject gas and water in the Seeligson field. Home office: Philadelphia. \$1.5 million.

Marshall—Longhorn Ordnance Works, Col. Staunton Brown, Dist. Engr. New bldg. to house mfg. section; remodeling of warehouse.

Rusk—Scott Co., N. Main St., Robert Scott, Co-owner. Dresses. Add. facilities. (B)

Saginaw—C. G. F. Elevator Co. 7 million

bushel add. to present grain elevator. Under const.

San Antonio—Jay-Ann Co., 301 S. Flores St., Marvin Kline, Vice Pres. Infants' and children's wear. Will expand plant, show-room facilities.

Taylor—Taylor Mfg. Co., Box 1069, John Mathews, Vice Pres. School furniture. Add. facilities. (B)

Waxahachie—Waxahachie Garment Co., 209 Jackson, Rex Shelton, Mgr. Men's slacks. Has purchased a 10 acre tract on Hwy. 77 for new 17,000 sq. ft. plant. Oper. est. to begin mid-1958. Home office: Dallas.

Winters—Winters Mfg. Co., Curtis Prescott, Supt. New line of blower wheels. New equip., exp. prod. 22,000 sq. ft.

### VIRGINIA

Bedford—Great American Industries, Rubatex Div. New facilities and equip. will increase prod. 50%.

### WEST VIRGINIA

Parkersburg—Du Pont, Washington Works, C. D. Bell, Director of Plastic Sales. Fluorocarbon resin. Oper. est. to begin mid-1959. (B)



R. J. Clarkson, a textile development engineer of United States Rubber Company, is shown threading metering rolls on a machine which he invented. Called the Clarkson Cord Former, the new 48-spindle machine performs in a single operation a cord forming and winding job conventionally done by three separate machines. The machine will save 54 per cent in floor space, require 62 per cent less manpower, cut the number of knots in tire cord by 75 per cent, reduce waste 77 per cent and lower investment for additional capacity by 44 per cent.



# KNOXVILLE

**With good locations for distributive activities, Oak Ridge's impressive scientific resources, extensive mountain and lake playgrounds, abundant power, and a substantial labor reservoir, the Knoxville area offers many attractions to industry.**

By JOUETT DAVENPORT, JR.

**KNOXVILLE.** This Eastern Tennessee city, which lies at the gateway of the Great Smoky Mountains and at the headwaters of the Tennessee River, is pursuing a vigorous campaign to bring new industrial payrolls into the area.

Any industrialist who is considering a Southern site for a new plant, and who visits the Knoxville area in the course of his quest, will discover here an unusual eagerness to be helpful. He will find this attitude among officials of industries already established, and he will be particularly impressed by the dynamic, aggressively growth-conscious personnel of Knoxville's Chamber of Commerce.

Further proof that things in this city are looking up is evidenced in the organizational plan of the Chamber's Committee of 100 and in the construc-





This dramatic view, with a portion of the Knoxville skyline in the background, shows one of the major bridges spanning the Tennessee River and a tug and barge traveling underneath. The availability of transportation by water is one of Knoxville's important assets.

• tive views of the Committee's membership. The group is made up so that the members represent all phases of industry, business and trade. It is noteworthy, too, that the entire budget of the Committee is devoted to endeavors aimed at promoting Knoxville's industrial development.

One of the functions of Committee members is to take part in industrial round table discussions, at the convenience of any individual prospect, in order to give answers to questions the prospective plant builder might have. The members of the committee selected for any particular round table are chosen on the basis of their being best suited to help the individual prospect concerned. In addition, Mayor Jack Dance of Knoxville, and Judge Howard Bozeman, chief executive of Knox County, take part in the round table meetings.

Thus, it may be seen that any prospect who comes to Knoxville will get

full cooperation. But, what is there to back up the citizens' willingness to help? Even a quick survey will show that there is a lot to back up Knoxville's eagerness, and these assets cover a wide scope.

For example, Plant Manager W. T. Roberts of the big Levi Strauss garment plant here says that insofar as his company's operations here are concerned, the city is a "hub for distribution." The plant ships, by truck, direct to retailers throughout the Eastern region.

**This is another in the series of special reports on Southern cities and metropolitan areas which enjoy unusual growth possibilities. The report is sponsored by the Knoxville Chamber of Commerce and other interested business and civic groups. Reprints are available from the Chamber at Hotel Andrew Johnson, Knoxville 2, Tennessee.**

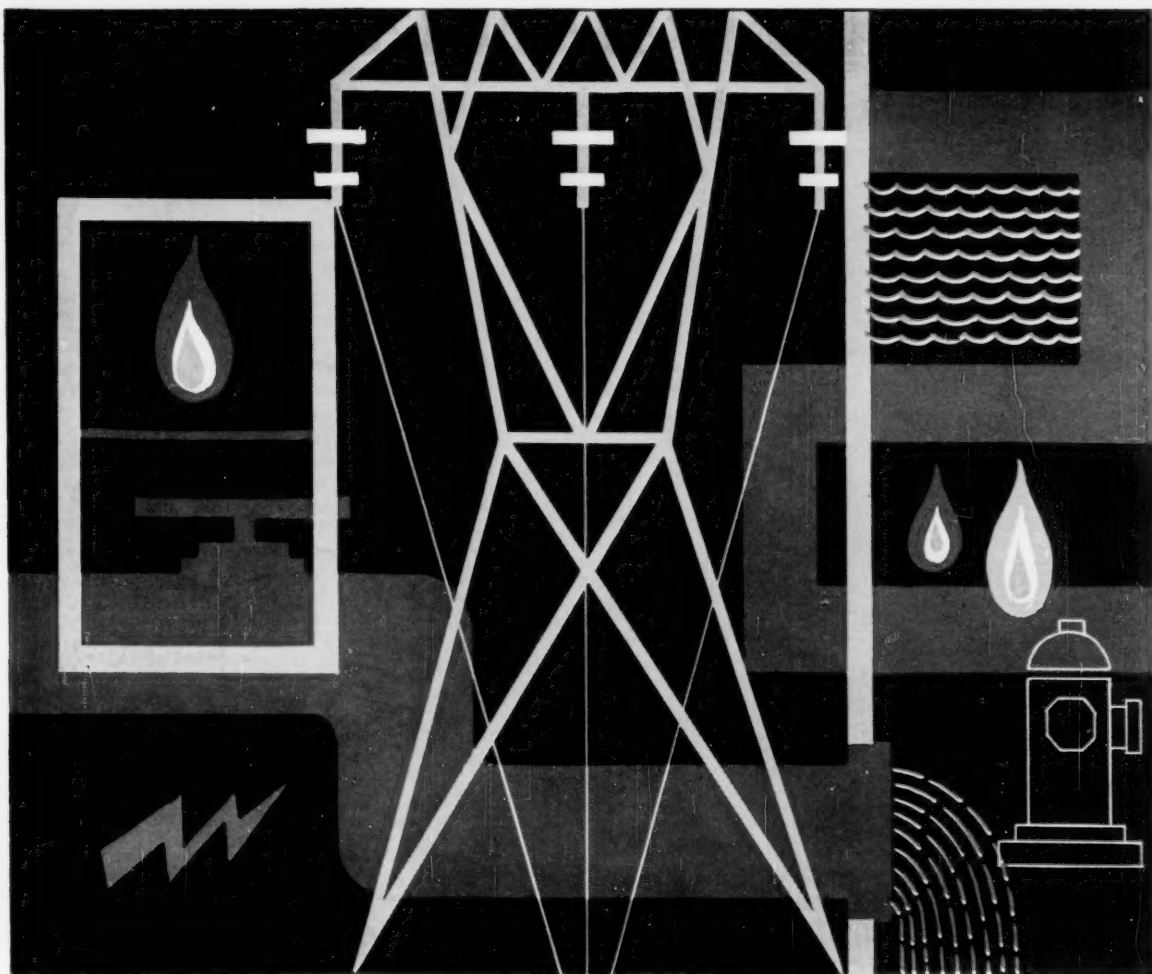
Roberts comments further: "We have found an abundant number of workers here, easy to train, who are loyal and proud. These are the kind of people that make for production of a quality product. In my opinion this entire area has a population of good workers that can be an asset to any plant that might be established here."

The Levi Strauss operation, in Knoxville just five years, has had to be expanded several times because of business growth, and the number of employees has grown from 300 in the beginning to a current number of approximately 850.

Opines Roberts: "I expect really a tremendous boom for Knoxville within the next few years."

Another big boost to the city's attraction to industrialists is the fact that just 20 miles northwest of Knoxville is Oak Ridge. The latter is not only the world center for the production of Uranium-235, one of the materials used





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in atomic weapons, but also is the source of virtually all the world's radioactive isotopes.

Oak Ridge's original K-25 Gaseous Diffusion plant is the largest industrial building of its kind in the world, being almost half a mile long and covering 44 acres. In addition to the U-235 production facility, this plant includes the largest steam generating plant ever built in a single operation.

The Y-12 Electromagnetic plant was built to separate U-235 from natural uranium by the electromagnetic process. Uranium for one of the first two atomic bombs was produced in the 500-acre operation. Although this plant is no longer in large scale U-235 production, many other production and research programs of extreme importance to the Atomic Energy Commission are being carried out.

### Atomic Laboratory

The Oak Ridge National Laboratory, which was the pilot plant for the huge Plutonium production plant at Hanford, Washington, is through its reactor or pile, the source for radioactive isotopes.

The K-25 plant, the Y-12 plant and ORNL all are operated for AEC by the Union Carbide Nuclear Company, a Division of Union Carbide and Carbon Corporation.

The operations at Oak Ridge have attracted some of the nation's best scientists, a situation which has added unusual strength to the scientific know-how available in the area.

An industry which was founded in Knoxville in 1944, and which has enjoyed outstanding growth, is Plasti-Line, Inc., manufacturers of plastic signs.

Harry Brooks, president and sales manager, has found that the various industrialists in the city have "exceptionally good relations, with each other," and they readily exchange ideas to help each other and to promote the over-all development of Knoxville.

Brooks describes the location as "almost ideal for shipping goods in all directions" and notes that transportation rates are "reasonable."

Plasti-Line is "rated as the nation's largest exclusive producer of outdoor plastic signs. Its products are shipped to, all the 48 states and to 11 foreign countries. Brooks expects to double the facilities of the plant within the next couple of years, and business is expected to increase proportionately to an



Plant Manager W. T. Roberts of the Levi Strauss garment plant in Knoxville characterizes the city as a "hub of distribution," and predicts that the area will have "a tremendous boom" within the next few years.

annual volume of between seven and eight million dollars.

The fact that the Knoxville area can supply excellent workers is stressed further by veteran industrialist George Dempster, president of the Dempster Brothers Company.

His experience has been that productivity per man in his plant is "tops," and he adds that labor available here is "first class, dependable, and able quickly to learn the highest skills."

Founded in 1913, the company is one of Knoxville's stable assets. Its long-range growth testifies to the advantages offered here. The firm's "Dempster-Dumpsters" and other products are shipped all over the world, as the organization is the leader in its field.

Dempster, who gained additional fame through his recent appearances on one of the nation's most popular television quiz shows, has long had a policy of employing handicapped workers. He says he has found them to be safe and efficient. The plant now has approximately 500 employees.

During the past 18 months the com-

pany has spent more than a million dollars for new machinery and expansions of operations.

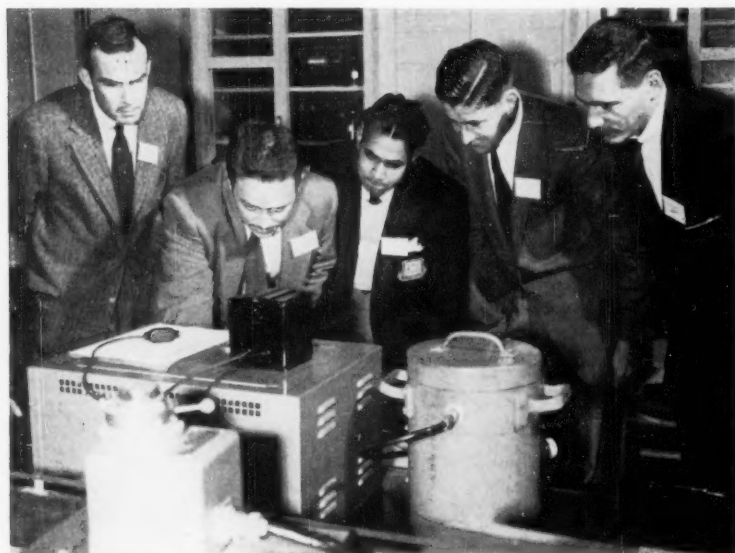
Right in line with the comments of Roberts, Brooks and Dempster is an assertion made by William H. Graham, vice president and general manager of The Magnovox Company of Tennessee.

Noting that Tennessee is "about the center of the country's population and from a shipment standpoint is of great advantage to us," Graham continues:

### Pleased With Area

"We looked over the eastern part of the State of Tennessee, and we are happy to say that those are the kind of people that we felt could build our product . . . We came to the state, too, because it has state laws that are encouraging to industry."

The Magnovox executive makes the additional interesting statement that, "We can show you facts and figures that the productivity of the Southern worker, when properly trained, exceeds the Northern worker by 18 to 20 per cent"



Participants in courses in radioisotope techniques at the Oak Ridge Institute of Nuclear Studies receive training in the uses of highly specialized instruments that are used to measure the intensity of radiation. The various atomic energy installations at Oak Ridge lend strength to the whole industrial picture in East Tennessee.

Magnovox first came to Tennessee in 1947. It now has two plants in Greenville and one in Jefferson City, the three operations providing employment for more than 4,000 persons, as compared to 200 in the beginning.

A view that the Knoxville area is a "very desirable place to live" comes from Kenneth Kaiser, manager of the huge Rohm & Hass operation here. He cited the excellent year-round climate and outstanding recreational facilities in the area as factors in this.

Kaiser said his company, which hires and trains high school graduates, has found an "ample supply" of workers and has been "well pleased with them." From here the firm ships its products to all of the South, Southwest and Midwest, using both truck and rail facilities. Raw materials are shipped in by rail. The products are chemicals and plastic sheet, and the Rohm & Hass plant here has approximately 700 workers.

Happy, also, with Knoxville as a pleasant place to live is John Ruggles, personnel director of the Fulton Sylphon Division of Robertshaw-Fulton Controls Company. "This is a good, all-around location," he declares, "with plenty of recreational and cultural attractions, as well as job opportunities."

Some proof of this may be seen, he says further, in that an impressive number of University of Tennessee students, many of whom have come from other

states, like to settle down and begin their careers in Knoxville.

The Fulton Sylphon Division, which produces temperature and pressure controls, has some 1,200 workers. "We have found a good selection of young people to work for us here," he observes, "who are easily trained into skilled craftsmen."

Finished products of the plant are

shipped, primarily by truck, to all parts of the nation. Brass, the principal raw material, is brought in chiefly by rail. Ruggles characterizes the transportation facilities as "good."

The venerable Standard Knitting Mills operation is another of Knoxville's long-time assets, which gives testimony to the city's desirability as a plant location.

Standard, manufacturers of the nationally known Healthknit brand of garments, was started here in 1900. Its market has grown steadily through the years, and the mills now have an employment of approximately 3,000.

Hal B. Mebane, vice president, characterizes the people who have worked there now and in the past as "tops, with above average intelligence."

He says Knoxville is a "good point of origin" for his company's nationwide distribution in which both truck and rail facilities are used.

The plant is close to its raw materials supplies, as 90 per cent of its production is cotton goods, and the operation is fully integrated from the raw material to the finished product. Sales offices for this Knoxville-headquartered industry are maintained in New York, Chicago, Los Angeles, and Dallas.

Standard Knitting Mills' confidence in the future of the economy is shown in a new expansion program adding 60,000 square feet of space to be used for warehousing and some realignment of production.



These men are drilling in the machine shop on large valve bodies cast in the modern Knoxville foundry of the Fulton Sylphon Division of Robertshaw-Fulton Controls Company.



Almost as old as the Knitting Mills organization is the sprawling zinc mining and milling operation of American Zinc Company of Tennessee. Located in the small community of Mascot, some eight miles from Knoxville, this company has enjoyed unusual success from its operations for about 50 years.

H. A. Coy, vice president of the company, said this has resulted primarily from good labor relations in combination with good management. The plant's labor is recruited from local citizenry who, Coy reports, have been "unusually loyal and honest, have caused little labor concern, and very few work interruptions."

He noted further that the plant is located strategically from the standpoint of both rail transportation and water facilities, and the climate, generally, is excellent at all times of the year. Coy adds: "Management feels that the tax rate is fair and equitable."

In view of all this, American Zinc of Tennessee "expects to enjoy another 50 happy and productive years. It is a good place to live."

President E. C. Snoddy of the Patent Button Company of Tennessee says his firm has found Knoxville to be ideally located for shipping its plastic molded products to all parts of the nation.

The company, known originally as Molded Cap Corporation, has been in operation here since 1931 and has grown to be one of the nation's important producers of molded plastic specialty items.

From these sample comments, made by representative industrialists of Knoxville and other parts of the Eastern Tennessee area, it may be seen that whether the industry is a long-time citizen or recently established, the favorable reaction to the area as a plant location is unanimous.

As the hub of this highly industrialized area of Eastern Tennessee, Metropolitan Knoxville comprises Knox, Anderson and Blount Counties. Latest population estimates, made by Sales Management magazine, list the metropolitan area as having 363,700 persons, as compared to 337,105 in 1950. In the 1947-1957 period the number of families in the three-county area grew from 77,100 to 98,200.

Effective buying income for the area was estimated in Sales Management, May 10, 1957, as \$354,028,000, up from \$220,987,000 in 1946, and retail sales climbed from \$162,250,000 to \$376,362,000 in the same period.

Knoxville Chamber figures show that



The progressive spirit in Knoxville is exemplified in the pattern of new expressways already in place, being built or in the planning stage. The program ultimately will result in greatly improving the movement of traffic through and around the city.

the value of building permits issued in Knoxville and Knox County totaled \$23,439,036 in 1957, as against \$14,608,556 a decade earlier.

### Reasonable Housing

Concerning the housing situation here, Dave Dickey, executive secretary of the Home Builders Association of Knoxville, says homes in this area generally cost about \$2,000 less than comparable homes in other cities of like size. For example, a home costing \$22,000 in another city would be \$20,000 or less in Knoxville. Houses in the \$12,000 bracket usually run about \$700 to \$800 cheaper here, he declares.

Pointing to what he calls "an exceptionally good land planning program in action," Dickey notes that

Knoxville subdivisions have lots much larger than what one generally finds in highly-populated Northern areas. "The average front footage here is around 150 feet; moreover, the houses are not stuck in perfect rows, and the streets are purposely curved for variety and effect."

Of the six larger subdivisions in the Knoxville area which have experienced exceptional growth, all have observed the practice of leaving a portion of the land open for further development as recreational areas.

The total trade area of Knoxville includes 31 counties in Tennessee, three in Southwest Virginia, three in Southeast Kentucky, and five in Western North Carolina. The Chamber of Commerce reports that the population in this trading area is now pushing toward



The sprawling plant of American Enka Corporation is at Lowland, Tennessee, near Morristown. This is one of the established facilities that make the eastern part of the state a leading industrial area.



The Bowaters Southern Paper Corporation plant at Calhoun, Tennessee, is located between Knoxville and Chattanooga. The huge plant produces newsprint from Southern pine trees and is a major supplier of this product in the region.



Giant Aluminum Company of America plants such as this have made Alcoa, Tennessee, the largest sheet aluminum producing center in the world. Alcoa and Maryville, twin cities of Blount county, are in Knoxville's metropolitan area which has population of more than 360,000.

1,500,000. Within a 200-mile radius of Knoxville is a population of nearly 9,000,000.

Of particular interest to any prospective industrialist is the fact that in educational facilities, ranging from kindergarten through the University of Tennessee Graduate School, Knoxville is outstanding.

Notably enthusiastic about the educational picture here is E. N. Ayslinger, head of the division of vocational training and adult education. He explains that aside from the numerous programs that are already in effect to make the city more attractive to prospective industry, an important contribution is made through a joint committee meeting between the Chamber of Commerce and the school board, which is held quarterly.

At these meetings the board gets a "pulse reading" from the chamber as to what types of skills a prospective site buyer may be interested in. If some new special type of training is needed, another course is added to the already long list of existing practical studies. The chamber officials endeavor to cooperate as fully as possible in getting the necessary funds or equipment to inaugurate any new program.

#### Public Schools

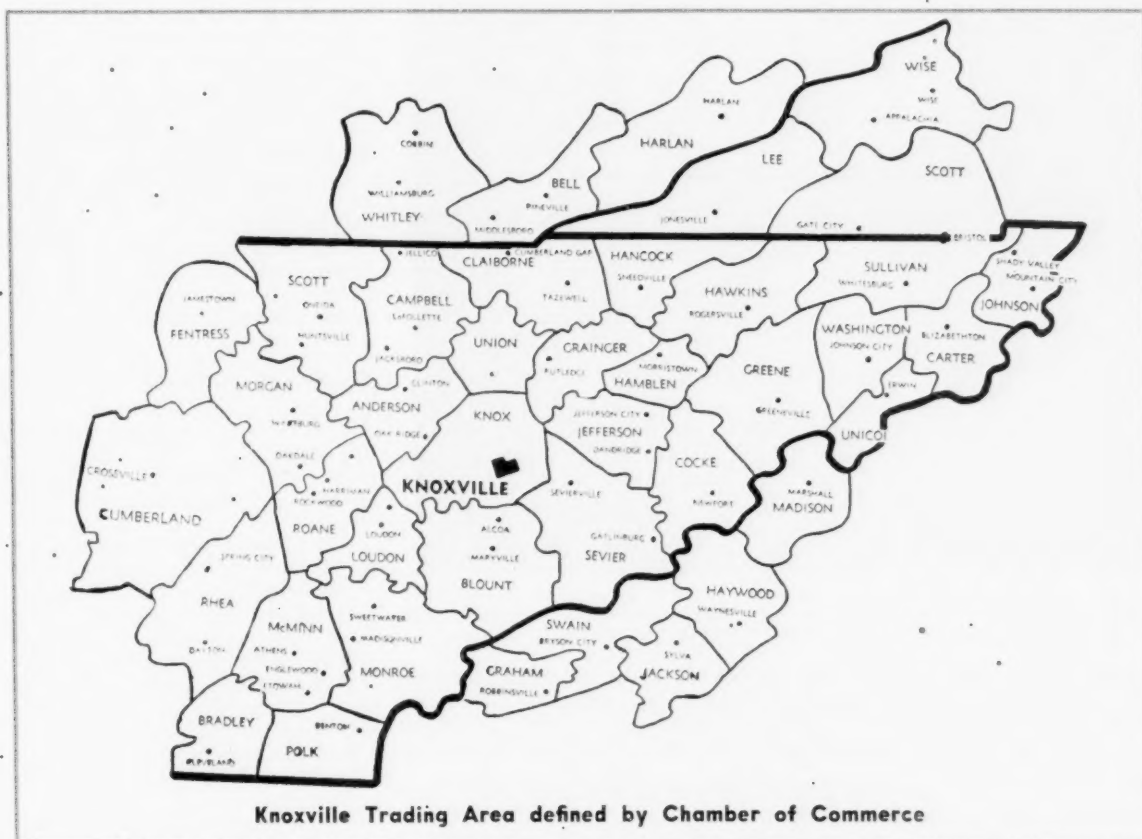
In Knoxville there are 41 public schools, six church schools, one private preparatory institution and two private elementary schools. Private kindergartens also are operated in various locations, and the city school system operates three day nurseries.

Knox County has ten high schools and 67 elementary schools, and the school building program is keeping pace with the accelerated growth in school population both in the city and the county as a whole.

Established in 1794, the University of Tennessee has its principal components located here, and the total value of land and buildings is more than \$27.5 million. Included in the University are the Colleges of Agriculture, Business Administration, Education, Engineering, Home Economics, Law, and Liberal Arts.

In addition, advanced degrees are offered in many fields, and University extension offers a wide variety of training programs and courses for industry and business.

Atomic Energy Commission—University of Tennessee advanced scientific training provides important facilities



and material for industry.

The University, under contract with AEC, also is carrying forward a research program devoted to the application of atomic energy procedures to problems of biological importance.

Concerning the University, President C. E. Brehm has this to say:

"The University of Tennessee has a vital role in the industrial growth of Tennessee. Many of the academic courses in the University's 15 colleges and schools are designed for the training of personnel needed by industry, and the institution also sponsors other educational programs as well as research services to promote the development of industry.

"Over and beyond the training of college students for industrial positions, the University conducts several types of educational programs to meet special needs of industry. Such programs include short courses and institutes held on the University campus, training classes held by University personnel in industrial plants, and conferences bringing together industrial personnel

to discuss current problems and projects in specialized fields. These programs are sponsored through the Division of University Extension.

"Many of the University's research activities, both basic and applied, contribute to the industrial growth of the state. Every department in the institution conducts research in its specialized field, and the University also has nine different organizations that sponsor and coordinate experimentation in broad areas of knowledge. Three of these organizations—the Engineering Experiment Station, the Agricultural Experiment Station, and the Bureau of Business Research—have made notable contributions to industry. As part of its services, the University conducts special research for individual industries on a contract basis."

#### College Training

Knoxville College, an "A" rated institution, is a four-year liberal arts college established here in 1875 for Negroes. On a main campus of 25 acres, it is

supported by the United Presbyterian Church and provides undergraduate training in liberal arts, music and education.

A state supported Tennessee School for the Deaf, under the State Board of Education, was established here in 1845. It does a continuing outstanding service in training those who otherwise would have difficulty in finding gainful employment.

Another helpful school is the John Tarleton Institute which is operated by Knox County for underprivileged children, mostly orphans, from six to 18 years of age.

Contributing further to the strong educational background of the Knoxville area is the city-owned Lawson McGhee Library. It has one downtown building, six branches and a bookmobile. The McClung collection in the main library is a historical section which is regarded as the most complete in the South on the history of Tennessee and the Southeastern states before 1860.

The University of Tennessee Library





Quality control principles in industrial production are studied by University of Tennessee Engineering students. The growing opportunities in business and industry of the Knoxville area are influencing many UT graduates to seek jobs and settle down here.

is available for reference, and the Tennessee Valley Authority has a fine technical library.

It may be seen, then, that the citizens of this area have available the best in all kinds of educational facilities. This has been a major contributing factor in producing the kind of people that make unusually good workers in every phase of business and industry from production personnel to top-flight executives and scientists.

Employment in the Knoxville area is divided almost equally between industry and agriculture, and as farming becomes more and more mechanized,

additional workers will be released for non-agricultural jobs.

Total non-agricultural employment in the metropolitan area is estimated in excess of 120,000. The potential labor supply, based upon population estimates, is much larger than this. In Knox and eight bordering counties, a population estimated at close to 500,000 supplies an ample working force.

As attested to in the comments, quoted here earlier, of leading industrialists in this area, the workers are loyal, native-born, intelligent citizens who are easily trained for positions of skill. Foreign born population is less

than one per cent, and the history of labor-management relations in Knoxville is notably good. Industry generally has no trouble in recruiting workers at wage rates which may be considered as reasonable as those in most any part of the nation.

Geographically, in addition to being the focal point of the Tennessee Valley and the center of the eastern section of the United States, Knoxville is midway between the Great Lakes and the Gulf of Mexico, and between the Atlantic Ocean and the Mississippi River.

### Good Transportation

Thus the city is strategically located with respect to transportation, making it the good distribution point mentioned by the industrialists interviewed for this report.

Rail transportation is provided by the Southern Railway System and the Louisville and Nashville Railroad. The lines extend in nine directions, making direct connections with rail lines all over the nation. Approximately 45 incoming and outgoing freight trains and some 14 passenger trains daily offer efficient service for Knoxville.

Extensive passenger services also are offered by a number of bus lines serving the city.

Being at the headwaters of the Tennessee River, the city is afforded excellent water transportation northward to the Great Lakes and southward to the Gulf. Carried on this water system are such things as grain, petroleum, and petroleum products, coal, steel, automobiles, and trucks.

Transportation by air, which grows in importance almost daily, is provided

Such facilities as this University of Tennessee Memorial Research Center and Hospital contribute much toward making Knoxville one of the leading medical centers in this region. The availability of these facilities is a major factor, too, in helping to keep Knoxville workers healthy.





very adequately to Knoxville by three national airlines and two local service lines. The major airlines are Delta, American, and Capital, while the others are Piedmont and Southeast Airlines. These offer freight and air express services, and around-the-clock schedules make it possible for passengers to leave or arrive at almost any time from Knoxville's ultra-modern airport.

Vast quantities of goods, in ever-increasing volume, are moved in and out of the city by an extensive system of motor truck operations. Included are 25 regular route common carrier motor truck lines, 17 moving and transfer companies, and many irregular rights carriers and special contract carriers.

In commenting upon the exceptionally good trucking service which go toward making the city a distribution hub, President Hugh Haston of the Knoxville Motor Transport Association says that approximately 87 per cent of all goods either entering or leaving here move by truck.

It is fortunate, he declares, that association members can offer second morning deliveries to all major cities east of the Mississippi River. He notes, too, that truck service is depended upon to transport all materials into the nearby resort city of Gatlinburg.

Roads carrying the heavy volume of motor vehicle traffic in and out of the city are U.S. Highways 70, 25 and 25W, 441, 11 and 129. State highways are 1, 9, 71 and 73.

Actually, Knoxville is so located that within a radius of 600 miles are the nation's major industrial centers, in 17 states, with a population totaling 62 million.

### Abundant TVA Power

Utilities services for Knoxville are distributed through one source, the Knoxville Utilities Board. As a result, any prospective industrialist can get full information about electric power, water and natural gas from this one organization.

The two major delivery points here for electric power, the Lonsdale and Knox substations, are fed by several different transmission lines from the Tennessee Valley Authority power grid.

Transmission voltage used by KUB is 66 Kv. These lines loop the service area to many 13.8 Kv substations which is the voltage serving most industrial areas. Value of the distribution system is more than \$32 million. Industrial power is available within the entire



The radio broadcasting facilities at Fulton High School give interested Knoxville students training in announcing as well as in the engineering phase of broadcasting. The school has a number of programs for giving various types of technical training to the city's youth.



This view was made in a Knox County subdivision where homes, with lots, sell for an average of \$19,000. Homeowners have planted trees to beautify the landscape. Wide streets, curbs and gutters have been provided to make the area a more pleasant place to live.



Knoxville's ultra-modern airport offers excellent facilities for travelers in and out of the city. Around-the-clock schedules are provided by three major airlines and two local service airlines. Freight and air express services also are offered.



Fort Loudon Dam on the Tennessee River is the nearest of the main stream dams to Knoxville, administrative headquarters of the Tennessee Valley Authority. The lakes formed by these dams create a navigable channel connecting Knoxville with the Ohio River near Paducah. Lakes such as this also offer excellent recreational facilities.

service area, and rates are among the most reasonable in the nation.

Knoxville's safe and adequate water supply source is below the junction of the French Broad and Holston Rivers in Loudon Lake. Capacity of the pumping plant is now rated at 25 million gallons daily, and a 4 million gallon storage reservoir acts as a pressure stabilizer for certain high areas. The TVA dams upstream also have improved the water supply for the city.

Natural gas is supplied to the area from the East Tennessee Natural Gas Company, from a loop line which gives a double feed to Knoxville. Since the existing contract of the Knoxville Utilities Board is not at capacity, there is firm gas available for industrial usage in large quantities.

For "stand-by" and "peak-knocking," the KUB keeps in service a propane-water gas plant with a capacity of four million cubic feet a day. Natural gas is available in most of the industrial areas.

It is noteworthy that the Utilities Board offers the services of industrial, electrical, lighting, air conditioning, heating and chemical engineers to their customers and prospective customers to aid them in the most efficient utilization of these commodities.

For convenience to the customer, the utilities appear on a single bill and include charges for sewerage, if applicable, as the KUB contracts with the City of Knoxville to render these charges.

Concerning these utilities, KUB Manager Mark B. Whitaker asserts: "We have all the electric power, water and natural gas that a manufacturer could want. All we have to know is what is needed, and the amount, and we will

provide it when it is needed."

From the standpoint of financial strength of its banks, Knoxville's situation is the best for any city of its size. So declares John C. Cox, vice president of the Knoxville Clearing House Association and co-chairman of the Committee of 100. He says deposits in the association's member banks now total around a quarter of a billion dollars.

"Any responsible businessman or industrialist," Cox assures, "can get the necessary money for new enterprise or expansions here."

The Clearing House executive, who is president of the Bank of Knoxville, comments further that the banks cooperate fully with the local office of the

Small Business Administration in giving capital loans to business and industry.

With its well-to-do citizenry and other attractive points, Knoxville has "all the assets for industry," says Cox.

The other co-chairman of the Committee of 100 is W. K. Johnson, of Johnson & Galyon, contractors. He joins with Cox in stressing that the Committee works with local chambers and industrial groups throughout the Knoxville area in promoting industrial development.

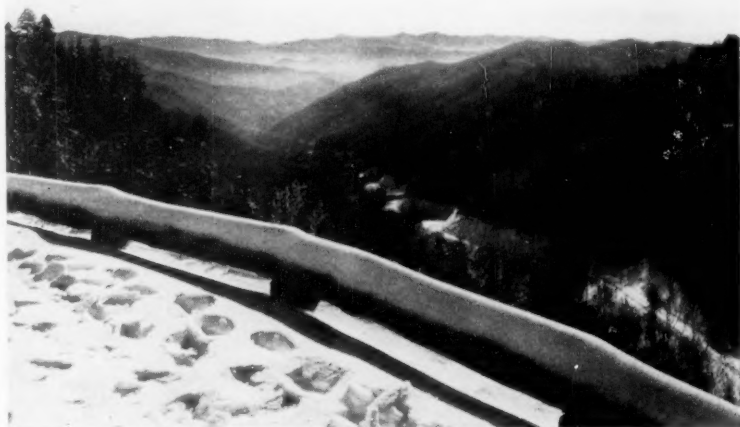
In addition to the Bank of Knoxville, others here are the Hamilton National Bank, Park National Bank, Tennessee Valley Bank, Fidelity Bankers Trust Company, and the Fountain City Bank just outside Knoxville's city limits in Fountain City.

Savings & Loan Associations here are the Home Federal and Knox Federal.

Forming a backdrop to all of the various advantages to industry which have been discussed in this report are the exceptional recreational facilities which have made the Knoxville area one of the most famous places for fun and play in America.

Through a unique combination of mountains, lakes and streams, all close by, complemented by modern accommodations, the people of Knoxville have almost unlimited recreational opportunities. This is an important part of the things which make Knoxville a good place to live and helps to make for happier workers.

Only an hour's drive from Knox-



A typical winter scene in the Great Smoky Mountains National Park, near Knoxville, shows the type of interesting scenery in the area. In terms of visitors, this is the most popular national park in America, almost three million persons having visited it last year.

ville over modern highways, the Great Smoky Mountains National Park preserves close to half a million acres of primeval mountain wilderness. All through there are good accommodations for swimming, hiking, fishing and other sports, including skiing during some of the winter months.

The "Great Lakes of the South," man-made lakes of the TVA, have 10,000 miles of shoreline and, of course, offer a wide variety of water sports in beautifully developed areas for tourists.

Additional recreational facilities of all kinds are offered in the state parks of the Knoxville area. These parks include Big Ridge, Cove Lake, Norris Dam and Cumberland Mountain. There also are two Knox County parks, Carl Cowan and Concord on Loudoun Lake.

Within the city of Knoxville, included in a coordinated recreation program are almost every sport from marbles to baseball on many of the city parks and playgrounds. In Chilhowee Park, largest in Knoxville, are the municipal zoo, an amusement park and recreation areas. A municipal swimming pool and golf course, in addition to private facilities, are available.

Among the spectator sports offered, popular are the University of Tennessee's Volunteers in football, basketball, baseball, track, swimming and golf. Teams of Knoxville College and the city and county high schools also have a wide following.

### Historic Interest

Further, there are spots of historical interest throughout the area, and Cherokee, with its Indian lore, is nearby.

Concerts in season are presented by University Concerts, Inc.; Knoxville Symphony, the Civic Music Association and other groups.

The strong background of religion in the city is apparent in the fact that Knoxville has more than 375 churches representing a great variety of denominations.

Still another factor in the city's status as a pleasant place to live is the climate.

According to the U. S. Weather Bureau office in Knoxville, temperatures in the area are comparatively moderate, extended periods of extremely hot or cold weather being extremely rare. Summer weather in the lower altitudes here is much more comfortable than in most other localities of this same lati-



Discussing plant location sites in the Knoxville area are (left to right) Dr. T. L. Howard, manager of the Knoxville Chamber of Commerce; Charles F. Herd, assistant manager and industrial director of the Chamber, and John C. Cox, co-chairman of the Chamber's Committee of 100. These are three of the leaders spearheading the city's drive to win new industrial payrolls.

tude, while in the mountains the summer temperatures are ideal.

The mean annual temperature of Knoxville is 59 degrees. In January, the coldest month, the average temperature here is 40.5 degrees. In July, the hottest month, the average is 78 degrees.

Concerning the beneficial effect that the mountains have on the weather conditions of the East Tennessee Valley, the Weather Bureau says: "The high mountains on the southeast act as a barrier to divert the hot southerly winds which occur when the pressure is high off the South Atlantic Coast, with the result that the maximum temperatures experienced in this valley are lower than those beyond the mountains in any directions.

"On the other hand, the Cumberland Plateau on the northwest retards and weakens the force of cold waves." The mountains also break the force of winds, so that tornadoes are almost unknown in this area.

Medical facilities available include East Tennessee Baptist Hospital, which has 254 beds and 36 bassinets; Fort Sanders Presbyterian Hospital, with 189 beds and 30 bassinets; St. Mary's Hospital, 100 beds and 50 bassinets, and the University of Tennessee Memorial Hospital, 384 beds and 50 bassinets. These hospitals have accredited schools of nursing.

Other hospitals are the East Tennes-

see Children's Hospital, 70 beds; Beverly Hills Tuberculosis, 145; East Tennessee Tuberculosis, 180 beds, and Eastern State Hospital, 1,980 beds.

Offering accommodations to visitors are eight major hotels which have a total of 1,314 rooms. Some 50 motels in the area offer another 900 units.

Two daily newspapers here offer complete local, national and international news coverage and serve as excellent mediums for the area. The dailies are the *Knoxville Journal*, morning, and the *Knoxville News-Sentinel*, afternoon. There is one Sunday morning paper.

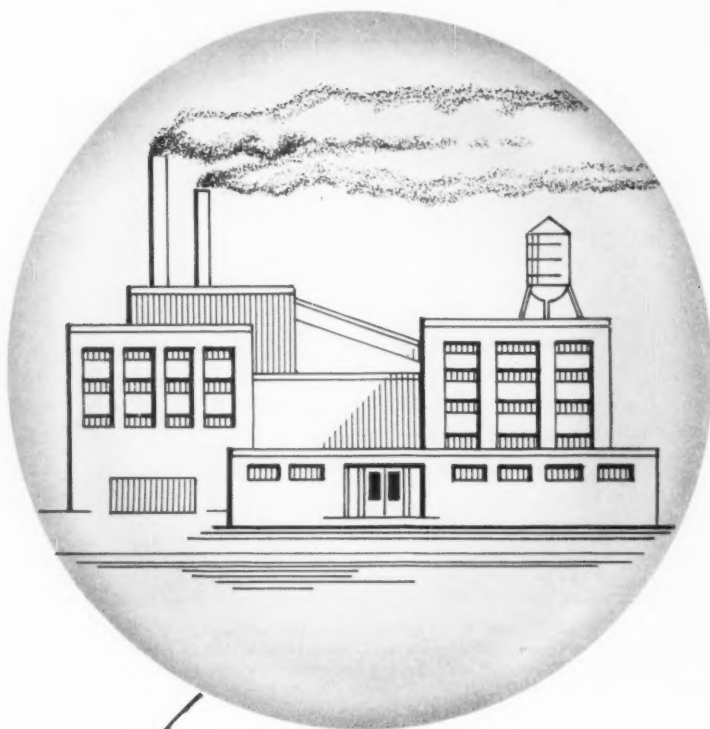
Weeklies in the area are the *East Tennessee Labor News*, the *Fountain Citizen*, the *Knoxville Independent*, the *Flashlight Herald*, the *Independent Call* and the *Knoxville Monitor*.

Radio stations serving an audience through the broad area are WATE, WBIR, WIVK, WKGX, WKXV, WNOX, WUOT and WBIR-FM.

The three television stations are WATE-TV, WBIR-TV, and WTVK-TV.

Unusual entertainment features are offered in Knoxville's Carousel Theater which is unique in the United States. It is a Community-University theater-in-the-round which is adaptable for summer and winter seasons.

There are several modern downtown motion picture theaters, as well as neighborhood theaters and drive-ins.



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**MEMBERS FEDERAL DEPOSIT INSURANCE CORPORATION**

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A new downtown development which will contribute a great deal to the city's cultural life will be the new auditorium and coliseum. A \$3 million bond issue for the project was approved in 1957, and plans are well under way for building the ultra-modern structure on a seven-acre site in the downtown area. Space will be provided for off-street parking of 2,000 automobiles, and the exterior area will be attractively landscaped.

Joe Whitlow, director of the Metropolitan Planning Commission, points out that the auditorium will have a variety of uses, including special exhibits and trade shows. The coliseum can be used for all sorts of sports events, ice hockey being among these.

Knoxville also has a comprehensive system well under development, which will greatly facilitate the movement of traffic. The city also will be on the new interstate highway system, being one of four cities in Tennessee to have this advantage.

Such projects as the new auditorium-coliseum and the expressway system give further indication of the general forward-looking attitude. And, as mentioned earlier, the Chamber of Commerce and the Committee of 100 are well organized to make the most of Knoxville's future.

The Knoxville Chamber has a 27-man board of directors elected by the membership, and officers are elected, in turn by the board. Nine directors are elected annually to serve for three-year terms. Chamber Manager is Dr. T. L. Howard, while Charles F. Herd is assistant manager and industrial director.

Further help to prospective industry is being provided as the result of a recent county-wide sites survey which the Committee of 100 conducted through the Metropolitan Planning Commission.

This study resulted in the compilation of data about industrial sites throughout the county. Included is information about utilities, transportation, complete property maps, and so on. In some instances, the property has been zoned for industry, while in others the zoning remains "agricultural" until an indication of interest by an industry might be given.

In various sections of the county there are several hundred acres which already have been zoned for industry. Some of these have rail transportation available, some have rail and barge, and some may be truck serviced.

An example of land that has been set aside for possible industrial development is a tract of approximately 600 acres, in the Tipton Station Road section, owned by George Dempster and others. A mile and a half of this property fronts on rail lines.

Outstanding as a planned industrial area is Pleasant Ridge Industrial District here. This resulted from formation of the Greater Knoxville Industrial Development Corporation which was organized by the Committee of 100.

This is a separate corporation, and stock was issued. Proceeds from this were used to purchase land for the planned district. President of the corporation is Temple Fraker, owner of Fraker Heating and Equipment here, and a former Chamber president. W. M. Nash of the Chamber's industrial department works with GKDC, as well as with the Committee.

### Industrial Sites

The Pleasant Ridge District contains 105 acres of land, with sites ranging from one to five acres. Larger sites can be arranged.

All utilities are available, and the area is well served by highways, fitting directly into the major highway and expressway pattern of Metropolitan Knoxville. The district lies almost entirely within Knox County and is only about three miles from the center of the city.

The planning and zoning has been flexibly set to meet the varying needs of industry. Further, sales restrictions

are drawn to insure a modern industrial subdivision, including provisions for off-street parking and protection against odor, smoke, nuisances or undesirable construction.

Such projects as this have been implemented by the cooperative attitude of Mayor Dance and Judge Bozeman. Both these leaders are enthusiastic boosters of Knoxville, Knox County, and the entire Eastern Tennessee area, and their support has been—and is continuing to be—an important factor in the progress of the area.

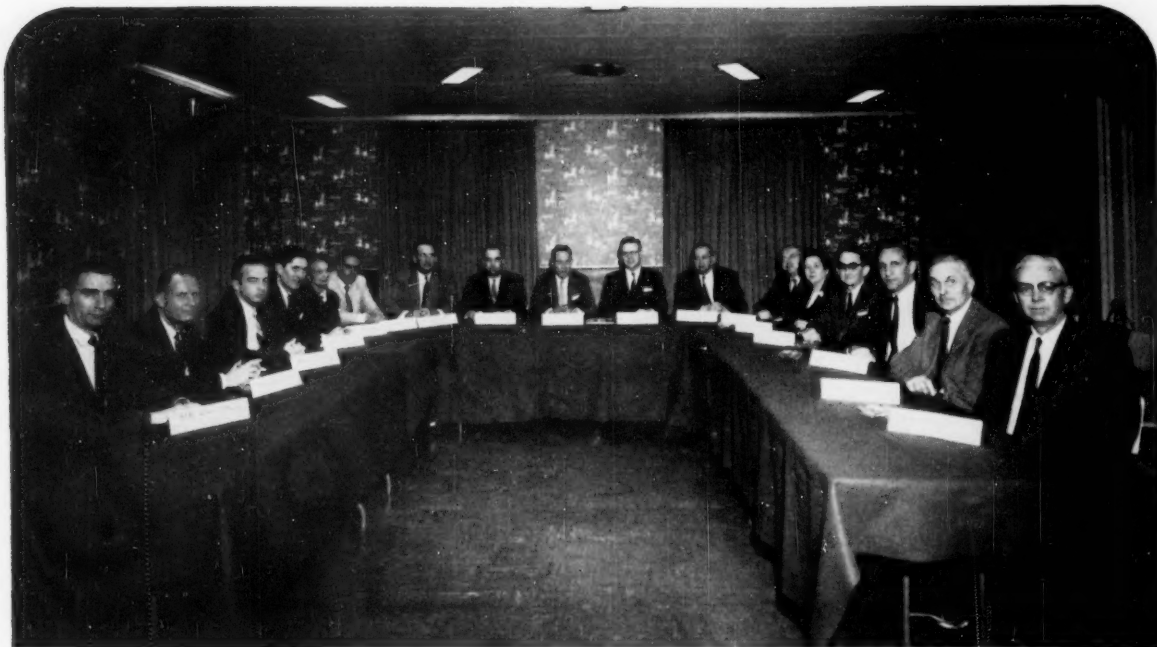
Knoxville leaders are determined that the city's economy will follow a smooth upward curve in the future. They remember too well the roller-coaster effect of too-sudden growth when the huge AEC plants were built and the sharp dip in employment when construction ended and Federal payrolls dropped.

In fact, Knoxville has been known as a labor-surplus area, with unemployment being higher than in many parts of the South. But, the Committee of 100 here is now turning adversity into advantage, seeking labor-oriented firms which may have a special interest in the surplus of eager workers.

In all, it appears that Knoxville is now on the road to healthy, vigorous growth, as the things that have been cited in this report indicate that this alert, aggressive city is not only going all out to win new industry and payrolls but also is well equipped to present a convincing presentation to many prospective industrialists.



The Pleasant Ridge Industrial District at Knoxville is a planned area of plant sites. Shown at the entrance to the district are (left to right) W. M. Nash, of the Knoxville Chamber's Industrial Department; J. Temple Fraker, president of the Greater Knoxville Development Corporation, and George Fritts, president of the Knoxville Real Estate Board.



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KNOXVILLE, TENNESSEE

## SOUTH'S RETAIL SALES SET PACE FOR NATION

**An expert on economic development of the South presents in this exclusive Manufacturers Record report the remarkable strides that the region had made in its rate of gain in retail business . . .**

**By Dr. John L. Fulmer**



Dr. Fulmer is Research Professor of Economics at the Georgia Institute of Technology. He received his B.S. degree from Clemson College, his M.S. from Cornell University, and his Ph.D. from the University of Georgia. He has had numerous articles on economic subjects published in various journals. His main area of specialization is in Southern economic development.

In actual dollars total retail sales in the South are 4.5 times what they were 25 years ago in 1929, as compared to 3.3 times in the rest of the United States. In this period, retail sales per capita expanded 3.4 times in the South and 2.5 times in the states outside the South. In both measures the South's gain was significantly greater than the United States excluding the South. In fact the advance of the South was so great that in 1954 the 13 states had 95 per cent as much retail trade as 35 states plus the District of Columbia in 1929, although in constant prices it had only 61 per cent.

These results are overall market values; they do not give a measure of what happened to volume in the 25-year period. The problem of adjusting for price change becomes highly important to the analysis when it is realized that retail prices advanced from an index of 73 to 115 (1917-19 equals 100) during the period. It is astonishing that retail prices rose 58 per cent during the period or more than two per cent yearly.

Correcting for price change we find that the volume gain overall in the South was 190 per cent from 1929 to 1954 and in the rest of the United States, 112 per cent. The per capita gains were 120 per cent and 59 per cent respec-

tively. Since the volume of per capita retail sales held steady from 1929 to 1939 in the South and the other states, the overall gain in the total volume of retail sales during the depression period was mainly a matter of population growth.

In a relative sense, however, the South shows up less favorably in retail sales. In the period 1929 to 1939 with two-fifths as much population as the rest of the United States, the region made only about one-fifth as much retail sales. From 1939 to 1954, the region gained consistently on the rest of the states, to where 37 per cent as much population had 29 per cent of the sales, a relative gain of 32 per cent. The gains in the physical volume of retail sales came mainly through per capita gains which were 37 per cent from 1939 to 1954 as population showed a relative loss of five per cent.

### Limited Data

With the limited data at hand it is impossible to calculate accurately the propensity to consume relative to disposable income. For one thing, the data on expenditures for services are incomplete. They constitute 36 per cent of total consumption in the United States according to data released by the Coun-

cil of Economic Advisors. A further difficulty is that tax and non-tax payments would need to be calculated by states, if the ratio is to be determined relative to disposable income. We shall therefore be content to show the relationship of retail sales to personal income payments, with emphasis on the relative differences.

On this basis, it is found that the aggregate propensity to spend for consumer goods ran substantially higher in the South during this period. The data show that from 55 to 57 per cent of personal income payments are spent at retail in the rest of the United States, and from 64 to 67 in the South. In 1954 the South was nine points higher than the rest of the country. Despite the relatively higher income taxes in recent years, the percentages of personal income going to retail sales are larger, indicating in terms of disposable income a material rise in the propensity to consume goods since 1939.

In addition to relatively lower taxes in the South, affecting the aggregate propensity to consume, important differences in outlays of services exist. On the basis of the census of selected services in 1954, the South not only spent less in absolute dollars, \$93 compared to \$165, but also relatively less in terms of per capita personal income, 7.3 per

## RETAIL SALES TRENDS

REGION OR STATE	Years						% CHANGE		
	1929	1935	1939	1948	1954	1965*	'29-'35	'39-'54	'54-'65*
<b>U.S. (NOT INCL. 13 SOUT. STATES)</b>									
Per Capita:									
Personal Income	\$824	\$548	\$643	\$1575	\$1942	\$2350	-34	201	27
Retail Sales	452	294	364	973	1125	1350	-34	209	20
Food, eating and drinking places	127	100	122	319	358	N.C.	-21	193	N.C.
Automotive and gasoline service stations	80	53	69	190	258	N.C.	-34	274	N.C.
<b>13 SOUTHERN STATES</b>									
Per Capita:									
Personal Income	388	273	333	1010	1297	1697	-30	290	31
Retail Sales	252	163	212	684	865	1137	-35	306	31
Food, eating and drinking places	54	44	59	196	246	N.C.	-19	320	N.C.
Automotive and gasoline service stations	52	38	52	161	236	N.C.	-28	354	N.C.

\*Trends in Per Capita Income, Total Retail Sales, and Retail Sales of Specified Retail Store Groups by Census Years 1929 to 1954 with Forecasts to 1965

cent in the South as compared to 8.4 per cent in the other states. The lower demand relatively for services in the South must therefore be regarded as a large offsetting factor to the higher propensity to consume goods in the

South. In discussing the effect of time and the business cycle on the South's demand for consumer goods, we may begin by recapitulating two findings. First, in the decline from 1929 to 1939 while per capita sales held up about equally well in the South as compared to the other states, total retail sales showed a greater gain proportionately because population in the region gained relatively to the rest of the country. Second, after 1939 the factors were reversed in their influence on the South's comparative gain in volume of retail sales. Population growth failed to keep pace with the rest of the nation, but comparatively larger per capita gains in volume more than offset population with the result that the volume of retail sales in the South gained on the nation substantially.

If the effect of the business cycle is tested by the 1929 to 1935 changes, it

is found that per capita retail sales declined slightly more (one percentage point) in the South, although total retail sales declined less because of the population increase previously mentioned. The reason for the slightly greater decline of per capita sales from 1929 to 1935 is due to the influence of the more predominantly agricultural states, like Mississippi which had 58 per cent decline in per capita sales compared to 35 per cent for the South. Georgia, on the other hand, which has a better balanced economy, showed only a 25 per cent decline in per capita retail sales. These comparisons are given in money prices.

After deflation it is found that from 1929 to 1935 physical volume declined 18 per cent in 35 states and the District of Columbia; 19 per cent in the South, and 47 per cent in Mississippi; Georgia had a loss of only six per cent in volume.

In a study of consumer products it would be highly useful to show changes in specific products; however, this is not possible because the census fails to show so much detail. The closest we come to getting help in this regard is from the store groups which are in a rough way indicative of changes in product categories.

We shall combine store groups in order to get at two expenditure categories—food and automotive—confining in the former all food stores and eating and drinking places, and in the latter, the automotive group of stores and gasoline service stations. But certain incomparabilities exist in the data over time which we may admit, but about which nothing can be done. In the censuses of 1929, 1935, and 1939 general stores with food were omitted; in 1948 and 1954 general stores were unimportant but many supermarkets had begun to add non-food items estimated to equal 3.5 per cent of total sales of stores in the Supermarket Institute.<sup>2</sup>

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## MARKET STUDY

whose 7,000 members accounted for 17 per cent of sales of food stores in 1954.

Another difficulty was the omission in 1954 for the first time of dairies which processed and bottled milk and cream, if the major portion of their sales was by route delivery to the homes of the consumers. In the case of gasoline service stations which have been added to the automotive group, they are often outlets for cigarettes, candy, cookies, and sandwiches. In some country areas gasoline service stations may carry a short line of groceries, which was more important during the depression than recently. Volumewise, however they were never important.

The omission of general food stores with food in the years 1929, 1935, and 1939 gives an error of omission in the earlier period of the study which is partially offset by the omission of dairies in 1954 under the new definition as to dairies. It is believed therefore, that the uncompensated errors remaining are perhaps not of great consequence to the main conclusions of this paper due to the small size of the incomparabilities involved.

### Gap Has Closed

We will now take a look at both categories. First, taking food stores and eating and drinking places, we find that the South has again closed the gap on the rest of the United States from 2/5 as much expenditures to over 2/3 as much.

In terms of the relative retail sales dollars, while the other states have varied from 28 to 34 per cent of their retail sales, expenditures in these outlets, tending to decline in the relative ratio, the South, varying from 21 to 29 per cent, has raised the ratio over the years.

In actual dollars, per capita sales of food stores and eating and drinking places expanded 2.3 times in the United States exclusive of the South while in the South they rose 4.6 times.

Volumewise, the increase has been 64 per cent in the rest of the United States and 167 per cent in the South. On an annual basis, expansion has averaged yearly \$5.56 in volume for 35 states plus the District of Columbia compared to \$6.20 for the South. In real terms it is seen that both regions have had a rather consistent, though not uniform, growth in the outlays in food stores, and eating and drinking places.

These gains are both in a relative sense, and in volume are very significant.



## Connors Cold Drawn Bars

You can count on special care in meeting your needs with highest product quality at Connors. As an example, see how soft manila rope slings are used in loading to prevent any marring of the outstandingly smooth, bright finish that, together with precise dimensions and straightness, is a feature of Connors cold drawn bars.

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## RETAIL SALES TRENDS

REGION OR STATE	Years						% CHANGE		
	1929	1935	1939	1948	1954	1965*	'29-'35	'39-'54	'54-'65*
<b>U.S. (NOT INCL. 13 SOUTHERN STATES)</b>									
<b>Per Capita:</b>									
Personal Income	\$824	\$548	\$643	\$1575	\$1942	\$2350	-34	201	27
Retail Sales	452	294	364	973	1125	1350	-34	209	20
Food, eating and drinking places	127	100	122	319	358	N.C.	-21	193	N.C.
Automotive and gasoline service stations	80	53	69	190	258	N.C.	-34	274	N.C.
<b>13 SOUTHERN STATES</b>									
<b>Per Capita:</b>									
Personal Income	388	273	333	1010	1297	1697	-30	290	31
Retail Sales	252	163	212	684	865	1137	-35	308	31
Food, eating and drinking places	54	44	59	196	248	N.C.	-19	320	N.C.
Automotive and gasoline service stations	52	38	52	161	236	N.C.	-28	354	N.C.

\*Trends in Per Capital Income, Total Retail Sales, and Retail Sales of Specified Retail Store Groups by Census Years 1929 to 1954 with Forecasts to 1965

cent in the South as compared to 8.4 South.

In discussing the effect of time and the business cycle on the South's demand for consumer goods, we may begin by recapitulating two findings. First, in the decline from 1929 to 1939 while per capita sales held up about

equally well in the South as compared to the other states, total retail sales showed a greater gain proportionately because population in the region gained relatively to the rest of the country. Second, after 1939 the factors were reversed in their influence on the South's comparative gain in volume of retail sales. Population growth failed to keep pace with the rest of the nation, but comparatively larger per capita gains in volume more than offset population with the result that the volume of retail sales in the South gained on the nation substantially.

If the effect of the business cycle is tested by the 1929 to 1935 changes, it

is found that per capita retail sales declined slightly more (one percentage point) in the South, although total retail sales declined less because of the population increase previously mentioned. The reason for the slightly greater decline of per capita sales from 1929 to 1935 is due to the influence of the more predominantly agricultural states, like Mississippi which had 58 per cent decline in per capita sales compared to 35 per cent for the South. Georgia, on the other hand, which has a better balanced economy, showed only a 25 per cent decline in per capita retail sales. These comparisons are given in money prices.

After deflation it is found that from 1929 to 1935 physical volume declined 18 per cent in 35 states and the District of Columbia; 19 per cent in the South, and 47 per cent in Mississippi; Georgia had a loss of only six per cent in volume.

In a study of consumer products it would be highly useful to show changes in specific products; however, this is not possible because the census fails to show so much detail. The closest we come to getting help in this regard is from the store groups which are in a rough way indicative of changes in product categories.

We shall combine store groups in order to get at two expenditure categories—food and automotive—confining in the former all food stores and eating and drinking places, and in the latter, the automotive group of stores and gasoline service stations. But certain incomparabilities exist in the data over time which we may admit, but about which nothing can be done. In the censuses of 1929, 1935, and 1939 general stores with food were omitted; in 1948 and 1954 general stores were unimportant but many supermarkets had begun to add non-food items estimated to equal 3.5 per cent of total sales of stores in the Supermarket Institute.

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## MARKET STUDY

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cant in showing how the rise in standard of living during the period has apparently increased the demand for more and better foods in both regions, but even more strongly in the South.

The percentage of the total food groups spent in eating and drinking places runs about 25 per cent in the rest of the United States and 20 per cent in the South; Mississippi, however, spent only 15.5 per cent in eating and drinking places in 1954.

The data show that retail sales through the automotive group of stores and through gasoline service stations represented from 18 to 23 per cent of total retail sales in the rest of the United States while in the South they represented a relatively higher amount, from 21 to 27 per cent.

In both regions there was a steady gain from 1929, with one minor exception in the percentage of total retail sales going to automotive and gasoline service stations. Whereas the South was from two-fifths to two-thirds as high in per capita sales through food stores and eating and drinking places, the region was from two-thirds to nine-tenths as high in per capita sales through automotive stores and gasoline service stations.

Sales through both types of outlets not only were more important relatively in the South than in the other states, but they also gained from 1939 to 1954 on the rest of the country more than food stores and eating and drinking places.

In both regions the proportion of total sales of the automotive and gasoline service station group represented by gasoline service stations has varied from 20 to 34 per cent; in every case the highest relative percentage of total sales of the group went to the gasoline service stations during the depression years.

Since 1935 per capita sales through automotive stores and gasoline service stations have been rising relative to per capita sales of food, drinking and eating places. In that year outlays in food stores and eating and drinking places were 89 per cent higher in the rest of the United States and 16 per cent higher in the South. By 1954, the automotive group in the other states had closed to a differential of only 38 per cent and the South to only five per cent; in Mississippi only in 1939 did per capita sales through food stores and eating and drinking places exceed per capita sales through automotive stores and gasoline service stations, and then by only six per cent.

It is interesting and highly significant that consumer outlays in automotive stores and gasoline service stations have come to have a place almost as important in the South as outlays in food stores and eating and drinking places, with a similar tendency being apparent also in the other states. This shift reflects the effect of higher incomes on purchases other than the strict necessities of life.

One should be cautioned against taking these results without reservations; first, because of the scrambling of lines in grocery stores previously mentioned; and secondly, because of the tendency in recent years for some automotive stores to broaden lines—to sell radios, TV's, hardware, and kitchen appliances.

A comprehensive summary of retailing factors, shows for instance, the number of persons per store has varied from 69 to 91 in the other states and from 90 to 103 in the South. The number of persons per store increased after 1939 in the rest of the United States, and after 1948, in the South following a downtrend from 1929. The sales per store in current prices have varied from \$22,000 to \$99,000 in the United States exclusive of the South and from \$16,000

to \$89,000 in the South. For the census years considered, the point of lowest sales per store occurred in 1935.

On the basis of population projections to 1965, and accepting the median estimate of \$535 billion Gross National Product of a number of current projections of GNP which have been made, it becomes possible to translate these two factors into a retail sales forecast for 1965.

Personal income from GNP and total retail sales from personal income are projected on the basis of trend analysis of percentage relationships in the recent past of retail sales to personal income and of personal income to GNP. Population projections to obtain per capita income assume that migration losses from the South will decline steadily over the next decade with the rapid trend toward more industrialization and a better balanced economy in the region otherwise.

The results show for 35 states and District of Columbia an increase from 1954 to 1965 of \$56 billion, or 42 per cent; and in per capita retail sales, a gain of \$225, or 20 per cent. The corresponding forecasts for the South are 22 billion dollars gain in total retail sales and \$272 rise in per capita retail sales, giving increases of 58 and 31 per cents respectively.

### Strong Gains

#### Summary and Conclusions:

1. The South as a market for consumer goods in 1954 was 95 per cent as large as 35 states and District of Columbia in 1929. In 1954 prices, the region was 61 per cent as large.

2. As in per capita income, the South is also closing the gap in retail sales. From 56 per cent in 1929 of the volume of retail sales per person in 35 states and District of Columbia, it had gained to within 77 per cent in 1954.




3. The aggregate propensity to spend personal income on retail goods is about two-thirds in the South or about 9 percentage points higher than the rest of the United States.

4. While retail sales have grown relatively more in the South over the last 25 years the region appeared to be somewhat more sensitive at retail to the business cycle in 1929-35 than the rest of the nation due to the greater importance of agriculture with its flexible raw materials prices.

5. Expenditures in food, drinking, and eating outlets have also gained relative to 35 states and District of Co-

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lumbia from two-fifths as much per capita in 1929 to seven-tenths as much in 1954.

6. Volumewise, expenditures in food, grocery, drinking and eating outlets showed a steady expansion during the 25-year period in both regions, though less rapidly in depression and more rapidly since the war. The gain in volume per capita, measured in constant dollars was \$6.20 annually in the South and \$5.56 in the other states.

7. In the South from 21 to 29 per cent of retail sales was represented by purchases in food, eating, and drinking outlets while in 35 states and District of Columbia, the proportions varied from 28 to 34. The South showed relative gains during the period, and 35 states and District of Columbia showed some decline in the ratio, particularly after 1939.

#### Less For Eating

8. In the South about 20 per cent of the food dollar is spent in eating and drinking places as compared to 26 per cent in the rest of the United States.

9. Per capita retail purchases in automotive stores and gasoline service stations in the South showed an even narrower gap than the food group. In 1929 per capita purchases in the South were two-thirds of those in 35 states and District of Columbia; by 1954 the proportion was nine-tenths.

10. Per capita purchases in automotive and gasoline outlets relative to per capita purchases in food outlets show a greatly less differential in the South, being in 1954 within five per cent of per capita purchases in food outlets compared to 38 per cent for 35 states and District of Columbia.

11. Per capita purchases from automotive and gasoline outlets showed greater sensitivity to the business cycle than food outlets, as in neither group of states did per capita sales in real terms exceed 1929 until after 1939. However, per capita purchases through gasoline service stations compared to the total automotive and gasoline group were relatively higher in the depression years, 1935 and 1939, when they represented about 34 per cent of total automotive sales, in other years being 24 to 27 per cent.

12. The number of persons per retail store, after declining from 1929 to 1935, rose each year through 1954 reflecting the tendency for retail stores to become larger in volume, along with space. Sales per store increased from

\$22,000 in 1929 to \$99,000 in 1954 in the United States exclusive of the South, and from \$16,000 to \$89,000 in the South.

13. Accepting population projections from official sources and a median estimate of \$535 billion GNP for 1965, the related retail sales would forecast increases from 1954 to 1965 of \$56 billion for the rest of the United States, and \$22 billion for the South, representing increases of 42 and 58 per cents respectively.

In conclusion, the analysis indicates

that the South has been a growing and progressive market for consumer goods. It has been steadily closing the gap with the rest of the nation in several per capita indices, i.e., personal income, retail sales, purchases in food outlets, and also expenditures in automotive stores and gasoline service stations. The indication is that further closing of the gap will occur. The South is expected to have 58 per cent greater retail sales in 1965 than in 1954. This healthy growth in the overall market together with the improvements in mar-



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ket structure noted should make the South an immeasurably better market in 1965 for consumer goods of all types, particularly automobiles, houses, appliances, the better qualities of foods, all types of luxuries, and especially for services.

## Sources.

<sup>1</sup> Cannon, J. Thomas and Wichert, Jack A. *Marketing: Text and Cases*, McGraw-Hill Book Company, 1953, p. 586.

<sup>2</sup> The 7th Annual Report "The Super Market Industry Speaks," 1955, pp. 4-5.

## NEW PRODUCTS

## New Industrial Water Coolers

The Baltimore Aircoil Company has a new line of industrial water coolers for closed system applications where process water temperatures are critical. These units make it possible to save up to 95 per cent of the water normally used for industrial cooling.

The complete line includes three styles: the Centrifugal Fan Draw-Through Unit, ideal for indoor installation where floor space is a factor; Centrifugal Fan Blow-Through Unit, featuring dry fan operation for longer life; and the Propeller Fan Blow-Through Unit for use where minimum horsepower is desired.

Applications include cooling water for diesel or gas engines, air compressors, plastic molds, and other types of water jacketed equipment.

## Store Fixtures

A complete line of store fixtures is being produced at the Capitol Store Fixture Company, Inc., a firm which has recently gone into operation in Monroe Industrial District, four miles south of Monroe, Louisiana. When asked why the corporation chose to come to Monroe, William Midkiff, vice president of the new industry, listed the reasons as "the willingness of the people to work with us on making the final arrangements of the property, the plentiful supplies of hardwood and labor, and the progressive local government."

## New Syringes

"Our plant is now making more than three million calibrated syringes each month, and will be increased to five million during April," said Wil-

liam E. Hoge, president of General Medical Supply Corporation, newly organized firm in Atlanta. Employment was recently increased to 110 persons who are engaged in producing these syringes from plastic materials and stainless steel. The new product, which can be sold cheaper than glass syringes, cost hospitals 15 cents each. They may be sterilized, and the points sharpened.

## Phifer Adds New Line

Phifer Wire Products of Tuscaloosa, Alabama, has announced a new packaging for the company's aluminum insect screening, available through hardware jobbers and wholesalers.

Quik-Tak is the trade name for Anderson's new product. Each carton contains 16 rolls of Alclad aluminum screening; each roll is 66 inches long, and is available in the standard widths: 24, 26, 28, 30, 32, 34, 36, 42, and 48 inches. A packet of aluminum tacks is enclosed with each roll.

## NEWSMAKERS

**Kingsbery W. Gay**—Appointed Virginia district manager of Hill-Chase Steel Co. of Maryland.

**Robert P. Jourdan, Jr.**—Named manager of the Miami warehouse of Reynolds Aluminum Supply Co.

**John H. Schuler**—New vice president in charge of operations at Anderson Electric Corp. in Birmingham.

**Charles H. Apperson**—Promoted to a group leader in Chemstrand Corp.'s Research and Development division in Decatur, Ala.

**J. L. McMillan**—Elected president and general manager of the Wrightsville & Tennille Railroad, the Louisville & Wadley Railroad, and the Wadley Southern Railroad.

**Lyman H. Barry**—Appointed comptroller of the Central of Georgia Railway, with headquarters at Savannah.

**George W. Altooter**—Named director of the port of Baton Rouge.

**George F. Comer**—New plant manager of the Mathieson Alabama Chemical Corp. at McIntosh.

**Ralph H. Kemmerer**—Promoted to the newly created position of director of industrial relations of Mead Containers.

**Meno Schoenbach**—Appointed advertising and sales promotion manager of Fulton Bag & Cotton Mills, with headquarters in Atlanta.

**Howard H. McGee**—Named vice president in charge of customer relations for Texize Chemicals, Inc. in Greenville, S. C.

**Foster L. Park**—New director of industrial relations at the Kingsport, Tenn. division of the Mead Corp.

**David M. Kyllonen**—New technical manager of Callery Chemical Co.'s Muskogee, Okla. division.

## BOOKS AND REPORTS

**Molder's Guide to Injection Molding**, W. R. Grace & Co., Polymer Chemicals Div., 225 Allwood Rd., Clifton, N. J. 7pp.

**Deskbook of Kentucky Economic Statistics: 1957**, Kentucky Dept. of Economic Development, New Capitol Annex Office Bldg., Louisville. 108 pp. \$1.

**Reactor Fuel Processing**, Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 36 pp. .55.

**American Library Annual**, R. R. Bowker Co., 62 W. 45th St., New York 36. \$4.25.

**Proceedings of the 54th Anniversary Convention of Southern Newspaper Publishers Association**, P. O. Box 1569, Chattanooga. 23 pp.

**Bringing the Consumer Point of View Into Government**, by Persia Campbell, Council on Consumer Information, Colorado State College, Greeley. 29 pp. .50.

**A Rational Approach to Air Pollution Legislation**, by the Subcommittee on Legislation Principles, Manufacturing Chemists' Association, Inc., 1625 Eye St., Washington 6. 19 pp.

**Statistical and Industrial Survey of Yazoo County, Mississippi**, compiled by Yazoo Industrial Development Corp.

**Engineering College Research Review, 1957**, Engineering College Research Council of the American Society for Engineering Education, New York University, University Heights, New York 53. 408 pp. \$2.

**Tabular Summary of Foreign Waterborne Commerce of Virginia Ports.**

**First Nine Months and Third Quarter of 1957 Compared with First Nine Months and Third Quarter of 1956**, Prepared by Research Economist, Virginia State Ports Authority, Norfolk. 51 pp.

**Flow of Coal in Bins**, by F. D. Cooper and J. R. Garvey, Bituminous Coal Research, Inc., 121 Meyran Ave., at Forbes, Pittsburgh 13. 8 pp. \$25.

**Engineering Progress at the University of Florida**, leaflet series. Industrial Atmospheric Pollution by E. R. Hendrickson. A Review of the Theories for Sand Drains by F. E. Richart, Jr. College of Engineering, University of Florida, Gainesville.

**University Nuclear Education in Science and Engineering**, College of Engineering, University of Florida, Gainesville. 55 pp. \$1.

**A General Industrial Survey of Clarkdale, Mississippi**, Compiled by the Coahoma County Chamber of Commerce. 16 pp.

**Engineering Layouts on Lumber Flow**, Moore Dry Kiln Co., P. O. Box 4248, Jacksonville 1.

**Some Studies of Ozone for Use in Water Treatment**, by Robert S. Ingols and Robert H. Fetner, Engineering Experiment Sta., Ga. Institute of Technology, Atlanta. 28 pp.

**A Procedure for Tourist Studies**, by Robert E. Waugh, Bureau of Business Research, University of Arizona, Tucson. 15 pp.

## BUSINESS BRIEFS

► **The town of Clinton**, North Carolina, a largely agricultural community, has a brand new industry as the result of the willingness of some 50 of its citizens to invest their own money so that more industrial payroll may be added to the economy. Sampson Sewing Company, locally owned and organized, is in operation with an initial investment of \$30,000. The firm's president, R. Jack Wimbish, foresees a bright future for the plant, which manufactures women's and children's sportswear.

► **Piedmont Airlines**, which began operations in February, 1948, with a fleet of six DC-3 aircraft, carried approximately 42,800 passengers that first year. During 1957, operating a fleet of 21 DC-3's, the line carried an all-time record of 433,500 passengers, bringing the total number of passengers carried over the past ten years to 2.5 million. T. H. Davis, president, says that Piedmont's 1958 plans include new service to many cities on its system with a new prop-jet airliner—the F-27 Pacemaker.

► **Atlantic Steel Company's** Dixie-steel Building Division has introduced a new addition to its line of all-steel, rigid frame buildings. This new building is of low-pitch construction, and is 100 feet wide with no obstructing columns or posts. J. D. Murphy, manager of the division, says the building is especially adaptable to supermarkets and manufacturing plants. Another "new" for Atlantic Steel—DixRib, a new design of steel patterns, which will replace throughout the entire line the corrugated panels formerly used.

► **A new economical route** for refiners and shippers of petroleum products in southern and central Oklahoma to reach the midwestern markets has been opened. Tariffs, filed jointly by Texas Eastern Transmission Corporation and Oklahoma Mississippi River Products Line, Inc., have become effective. Under the new schedule of tariffs, shippers from refining centers in Oklahoma can move their products as far north as Chicago for as little as 49 cents a barrel, and as far east as Cincinnati for 45 cents a barrel. Shipping

points in Indiana via the new interconnected system are Indianapolis, 46 cents a barrel, and Princeton, 39 cents a barrel. Charges are net, based on standard U. S. barrel of 42 gallons.

► **Just two weeks** and three days after an early morning fire destroyed

American Air Filter Company's Plant 2 in Louisville, the firm shipped its first orders from a relocated site. The new plant 2 occupies a building formerly used by Reynolds Metals and Graco Enterprises. About 25 employees are now on the job, approximately half the number normally employed at the plant. Supplies and equipment are arriving daily, and normal production is expected to be resumed shortly, according to E. B. English, manufacturing manager of AAF.



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# THE SPOT

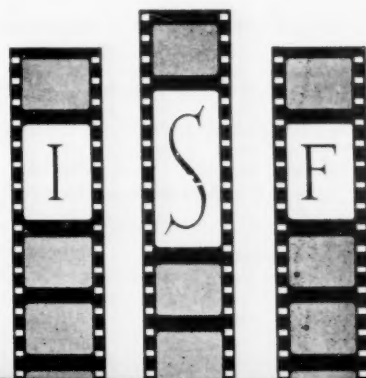
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The Alabama State Docks at Mobile are ranked among the ten top ports of the United States. In addition to these modern facilities, Alabama is going full steam ahead on a general improvement program for its dock facilities at various inland ports.

## South's Waterways Bustle With Industrial Expansion

By Josie L. Quilty

The fourth quarter of 1957 saw more than 75 plants under construction or expanding along the South's inland waterways. Far-sighted coastal and inland port States are looking to this precious resource as a powerful drawing card for all types of industry.

Take the chemical industry, for example. "A large portion of the new industrial development along waterways, particularly in the Gulf Coast area, has come from the expanding chemical and petrochemical industry," points out Braxton B. Carr, president of the American Waterways Operators, Inc.

The onstream construction of plants by chemical companies has boosted products of this industry into the top seven commodities carried by barge transportation. Carr predicts that chemical products will make up a greater portion of the inland water traffic because of the accelerated expansion of the chemical industry, which has poured some \$1 billion annually into expansion for the last 12 years, reaching a peak of almost \$2 billion last year.

From the other side of the fence, progressive State groups, realizing the

vital role which water plays in the routine of many industries and recognizing the importance of this industry to cities and towns, have gone full steam ahead on modernization and expansion programs for their State docks and ports.

Alabama voters have given support to a constitutional amendment which will permit the State to issue \$10 million in bonds to finance and build barge terminals on these navigable rivers. These docks will be constructed and administered by a department of the State Government at Mobile—the Alabama State Docks Department.

The Alabama State Docks will issue \$3 million in general obligation bonds for immediate construction, and bonds for future construction must be voted upon by future legislators. The interest and principal of the bonds, when due, are to be paid from profits from the State Docks facilities at Mobile and on the rivers, before any State general funds are involved.

An inland dock at Florence is nearing completion, construction is under way at Huntsville, and a site for a third has been purchased at Decatur,

all on the Tennessee. Also, sites are being surveyed at Columbia on the Chat-tahoochee, and at Cordova on the Warrior-Tombigbee.

In this far-reaching program, Alabama takes a leaf from the success story of her own State Docks at the Port of Mobile. At the turn of the century, the loss of the U. S. cotton exports almost brought the end of the port of Mobile. In 1919, the U. S. Rivers and Harbors appropriation bill gave the U. S. Government the discretion to withhold money for port projects, of inadequate terminals existed at port areas.

Action was brought by Alabama—a \$10 million bond issue was sold to build a seaport at Mobile, and less than 30 years ago the ocean terminal, the newest and most modern of U. S. ports, was officially opened. Mobile now stands among the ten top ports in the United States.

The docks went "into the black" in 1941, and began paying off the principal and interest of the initial investment made by the State. Today, the Docks operation, maintenance and expansion cost Alabama taxpayers nothing.

Alabama is yet only an example of many Southern States whose visions are set on the development of their greatest asset. Charleston, Georgetown, and Port Royal ports in South Carolina are bustling with more than usual activity, as the State Ports Authority's \$21 million state dock expansion program pushes into high gear.

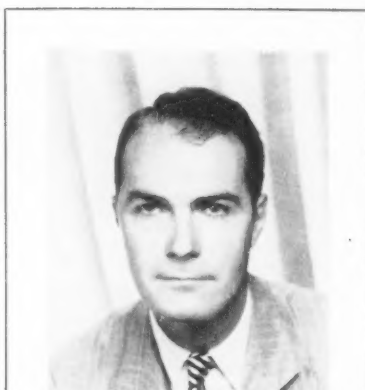
In Texas, the Port of Houston Navigation District is paying for three \$1 million wharves which will add more than 30 per cent to the general cargo capacity of the public docks. At the Saint Johns River near Jacksonville, Florida, the Duval County Port & Industry Authority is in the process of buying Goat Island for development as a future port and industrial center.

At the Savannah River, the Georgia Ports Authority has completed a 72,000 square foot warehouse at the Savannah State Docks; and on the Atchafalaya River near Morgan City, Louisiana, Morgan City Harbor and Terminal District Port Advisory Committee is spending \$390,000 for the dredging of a 16-foot channel. On the Mississippi River at Arkansas City, Arkansas, plans of the Chamber of Commerce include building loading and unloading facilities. . . . Just to name a few of the developments which are making Southern ports sparkle with a new kind of activity.

## Experts To Research Southern Market

Southern Association of Science and Industry

Will Spearhead Market Forum in New York



Philip W. Moore



W. Wailes Thomas



Dr. Frank J. Soday

The Southern Association of Science and Industry is offering executives all over the country the opportunity of learning more about one of the most important aspects of today's economic picture — the rapidly expanding, dynamic Southern market.

Business executives and market experts will gather at the Roosevelt Hotel in New York, May 26, to attend the business forum, "Researching Southern Markets." This new idea in Southern market research had its inception last July when the Southern Association of Science and Industry, at the request of the Southern Governors Conference, sponsored the first Southwide Market Research Conference in Miami.

Widespread interest in last summer's conference made it inevitable that there would be a follow-up session. This year's conference promises even more progress because of the important facts gleaned and the basic groundwork accomplished at the Miami session.

The agenda of SASI's market conference this year includes two sessions, each of which deals with a basic yardstick for market analysis. The morning theme, the *Quantitative* analysis of the Southern market, will be concerned with the actual size and pattern of markets and distribution in the South.

The afternoon session, the *Qualitative* analysis of the Southern market, will explore habits that are peculiar to the Southern industrial and consumer markets.

### A Working Session

This forum for market experts and business executives will be a working session in which every man attending will take part. Carefully selected speakers include Southern market experts, and each talk will be followed by open discussions on the unique aspects of the Southern market.

The conference will seek to offer the combined experience of a number of key businessmen presently active in many phases of commerce in the South. Their day-to-day experience with the

regional consumers will furnish a fresh look at market patterns in the South.

Of the South's three big drawing cards—men, materials, and markets—markets are perhaps the most important, and yet most certainly the least explored. In the South's recent growth years, the markets of this region have expanded by leaps and bounds, but little has been done to record accurate and efficient data.

A basic purpose of SASI's conference is to provide factual information that will be of use in analyzing present and future economic patterns in the Southern States. Experts will examine critically this Southern market, discussions will further develop the points made, and everyone attending will be a part of the first organized attempt to compile useful data on the Southern market.

SASI's market research conference will be of national interest. The decision to hold the meeting in New York was made for the convenience of those executives located in the major industrial centers of the East.

SASI officials will be on hand to tell their Northern and Eastern friends all they know of the Southern market, both on and off the speaker's stand. Philip W. Moore, President of SASI and President of the First Research Corporation of Miami, will be chairman of the conference.

Dr. Frank J. Soday, Chairman of the Board of SASI and Vice President of the Chemstrand Corporation of Decatur, Alabama, will be a speaker in the Quantitative section, during the morning. SASI member W. Wailes Thomas, Manager of Public Activities of the Southern Bell Telephone and Telegraph Company in Atlanta, will speak during the Qualitative session.

If you're interested in attending this important forum, you may obtain details by writing or calling William Pruett, Administrative Officer, Southern Association of Science and Industry, Conway Building, North Atlanta 19, Georgia, CE 3-4015.





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The scene was down on a farm in South Alabama, and a little six-year-old lad from Montgomery was making his first visit to the country.

The farmers wife conducted him around the place, pointing out the chickens, the garden, the barn, and all the other things unfamiliar to a newcomer on a farm.

Finally they arrived at the pig pen where a huge sow was taking it easy in the sun. "She certainly is big, isn't she?" the farmer's wife observed.

"I guess she ought to be," the boy replied, "cause when I happened to see her yesterday she had nine little pigs blowing her up."

### NO SALE

The father of a marriageable daughter was approached by a young man who had called to take her out on a date. "How 'er, are, 'er, you sir," the youth said. "I, uh—"

"Oh, don't be fidgety, son," the father said heartily. "I'll bet you want to marry my daughter and you're just afraid to ask for her. Don't worry about a thing. Take her, son, and good luck to you."

"Golly, no," Mr. Jones, the young man replied. "I was just wondering if you could lend me 25 bucks."

"Lend you money!" the old man exploded. "I should say not. Why, I hardly even know you."

### RUSTY

The Colonel, noting that some of his young friends have become lazy and are assuming the attitude that the world owes them a living, quotes this from Leonardo De Vinci: "Iron rusts from disuse, stagnant water loses its purity, and in cold weather becomes frozen; even so does inaction sap the vigors of the mind."



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